AUGUST 25, 1947 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

As another contribution to

BETTER RADIO-PLANNING

AND BETTER TIME-BUYING,

WHO

OFFERS A FREE COPY

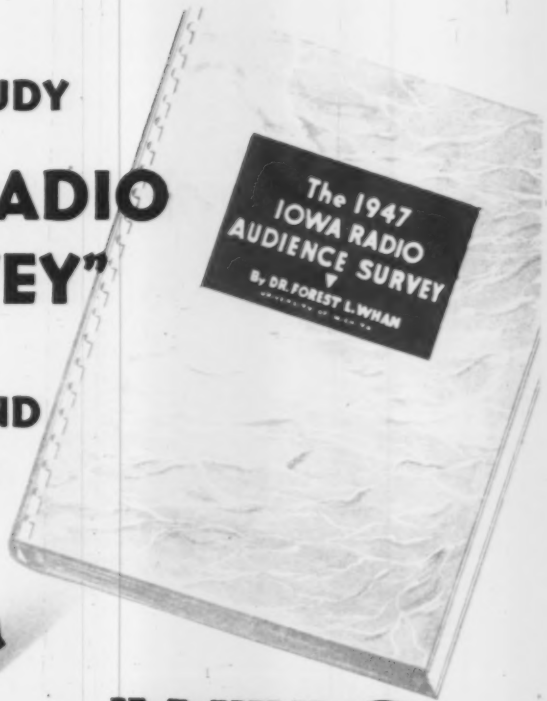
OF DR. F. L. WHAN'S

NATIONALLY-ACCEPTED STUDY

"THE 1947 IOWA RADIO AUDIENCE SURVEY"

(THE 10th ANNUAL STUDY)

TO EVERY ADVERTISER AND AGENCY IN AMERICA



See detail on page 19 of this issue

the 1947 IOWA RADIO AUDIENCE SURVEY

WHO

+ for Iowa PLUS +

DES MOINES.....50,000 WATTS

B. J. Palmer, President .... Paul A. Loyet, Resident Mgr.
FREE & PETERS, INC., National Representatives

IN THIS ISSUE: FULL BUSINESS INDEX

PUBLISHED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY: THE DAILY OKLAHOMAN—OKLAHOMA CITY TIMES—THE FARMER-STOCKMAN

Greater Boston Listens to WCOP's Great Local Programs

THE ED DINSMORE SHOW

Ed emcees the whole block of morning programs from 6 to 9 A.M., which includes his own musical program from 6:00 to 6:30 A.M., 7:00 to 7:15 and 7:45 to 8:15 A.M. Ed is celebrated for his easy-to-listen-to selections, his ability to charm breakfast listeners who are not in the mood for brash noisiness at that hour, and his skilfull, personalized commercials. A few choice availabilities in quarter-hours and 1-minute spots.

BILL HICKOK

This young disc manipulator is *really* a sensation. His first show had half the studio staff standing around listening. He selects numbers with unerring taste for housewife listening, and vocalizes over the record with a voice which we know has a big future. He weaves in commercials with a polish and a sense of timing which are extraordinarily effective. Bill's early afternoon program broadcast from 1 to 2:30 p. m. daily Monday through Friday and his broadcast from 6:30 to 7:30 p. m. daily Monday through Friday still have a few quarter-hour and one-minute spots available.

Top talent and program promotion — that's the combination which is luring listeners for WCOP local shows. It's luring customers, too, with commercials deftly woven into programs. Here are two outstanding personalities on WCOP's roster of top talent.

RATES AND AVAILABILITIES FROM ANY KATZ OFFICE

WCOP Boston

A COWLES STATION

Greater Boston's Good Neighbor

More for Your Dollar on WCAU

WCAU offers: A. The lowest cost per listener inside the Philadelphia trading area. B. Outside the area, WCAU's umbrella coverage ... 50,000 watts in all directions ... delivers a greater "bonus" audience than any other Philadelphia station.

WCAU

50,000 WATTS ★ CBS AFFILIATE

"UMBRELLA COVERAGE"

PHILADELPHIA'S LEADING RADIO INSTITUTION

ished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

SUGGESTION heard in NBC affiliate circles is that move for creation of independent organization of that network's affiliated stations [BROADCASTING, Aug. 11] be modified so that present SPAC committee be used as nucleus, placing that unit entirely in hands of affiliates. Proposal expected to be advanced formally at scheduled Sept. 11 meeting of NBC independents in Atlantic City.

LACK OF CONSTRUCTION and high building costs have caused ABC to drop for time being search for new quarters in postwar buildings. Network has quietly renewed for five years leases in NBC headquarters buildings in major program origination cities. Hopes that by end of that period desirable space may be available.

SUPREME COURT Justice Burton, former Ohio Senator, will administer oath to his friend and former colleague, Rep. Robert F. Jones, when he assumes membership on FCC next month. Swearing in set for Sept. 5 on Capitol Hill, with all Commissioners expected to be present.

NBC reportedly rearranging morning schedules to open network programming weekdays with *Fred Waring Show*, now heard Mon.-Fri. 11-11:30 a.m. General realignment of programs would put Waring show in 10-10:30 a.m. spot.

DAYTIME serial tentatively titled *Rising Tide* understood prepared at Benton & Bowles for Tide, newest Procter & Gamble soap [CLOSED CIRCUIT, Aug. 18]. Agency eyeing 5:45-6 p.m. spot on NBC but nothing definite set. P&G using spot test campaign for Tide.

REWRITE JOB may have to be done on that massive FCC economic survey of radio industry [CLOSED CIRCUIT, June 2], if it is ever to see light of day. Three Commissioners in Washington understood to have approved its facts and figures while reserving judgment on some of its conclusions. They're unwilling to give clear go-ahead sign without approval of three Commissioners at Atlantic City International Telecommunications Conferences, who have had copies for several weeks but have been too busy to act. Report designed to tip broadcasters to economic outlook and let new applicants know what they're getting into, but it's regarded as one man's opinion.

McCANN-ERICKSON, New York, reportedly looking for disc jockey show availabilities for its client, Columbia Records.

NEW REPORTS that CIO is throwing its weight around by protesting broadcasts over local stations in Midwest may result in outburst by Republican party leaders in Congress against alleged coercive tactics to prevent leg-

(*Continued on page 86*)

Upcoming

Aug. 25: NAB FM Executive Committee, NAB Hdqrs., Washington.

Aug. 27: NAB Sales Managers Retail Adv. Subcommittee, BMB Board Room, New York.

Sept. 3-4: Western Assn. of Broadcasters annual convention, Minaki Lodge, Minaki, Ont.

(Other Upcomings Page 75)

Bulletin

AFTER years of controversy FTC late last week ruled laxative advertising need not contain warning clause. Formerly phrase "Use only as directed" was included but advertisers dropped it last December. Since that time FTC has threatened to require use of standard appendicitis warning clause, difficult to broadcast. Threat abated by FTC decision.

CHARLES H. TOPMILLER, chief engineer of WCKY Cincinnati since 1933, named station manager succeeding Kenneth W. Church, who becomes WIBC Indianapolis manager. Mr. Topmiller resigns as vice president and general manager of WZIP, new station in Covington, Ky., starting Sept. 1.

KEN YOUNG, television director of Campbell-Ewald Co., New York, and radio director prior to war, resumes title of radio director.He continues to act as television director.

THREE NEWSMEN REPLACE LOWELL THOMAS ON NBC

LOWELL THOMAS will be replaced on Sun Oil Co. news program Sept. 29 by Ray Henle, Felix Morley and Ned Brooks [CLOSED CIRCUIT, July 28], NBC announced Friday. Program, *Sunoco Sun*, will originate in Washington. Sun Oil has sponsored Mr. Thomas on NBC since June 13, 1932.

Featured on new Mon.-Fri, 6:45-7 p.m. series will be Ray Henle, news commentator for WOL Washington; Mr. Morley, publisher of *Human Events* and editorial writer for *Nation's Business*, who will provide analysis of international news, and Mr. Brooks, of the Scripps-Howard Washington staff, who will specialize in interpretation of domestic affairs. Format will be elastic, with time allotted to each commentator dependent upon importance of his section of the news. Fred Morrison, formerly with Fulton Lewis jr., will coordinate program.

THREE TO JOIN ABC

ABC added three affiliates last week bringing total to 264. Effective Sept. 28 WHBC Canton, O., 5 kw 1430 kc, joins ABC; KEPO El Paso, 5 kw 690 kc, joins Nov. 1; WHRV Ann Arbor, Mich., 1 kw 1600 kc, joins Oct. 1.

Business Briefly

KREML PLANS ● R. B. Semler, New Canaan, Conn. (Kreml Hair Tonic), through Erwin Wasey, New York, said to be about to sign contracts with Mutual for sponsorship of both Martin Block and Billy Rose shows [BROADCASTING, Aug. 11]. Agency expected to conclude deal early this week with starting date in early October.

MAXWELL HOUSE SERIES ● General Foods Corp., New York, which sponsored *Author Meets the Critics* for past seven-week cycle for Maxwell House coffee, on Aug. 28 Sept. 4 and Sept. 11 will sponsor Martin Stone package program on 8:30-9 p.m. Thursday period as part of its institutional *Friend of the Family series* on WNBT New York, NBC video station. Young & Rubicam is agency.

REYNOLDS RETAINS ● R. J. Reynolds Co. (Camels) will continue *Screen Guild* on CBS, moving to Mon. 10:30-11 p.m. Considered earlier shifting into former Abbott & Costello period on NBC, but current strategy seems to call for *Bob Hawk* show in that period.

GE SIGNS WARING ● Fred Waring officially signed by General Electric Co. for NBC show Mon., 10:30-11 p.m. starting Oct. 6. Agency, BBDO, N. Y.

BENSON & HEDGES SHOW ● Benson & Hedges (Parliament cigaretts) starts quarter-hour musical show on WNBC New York Sept. 3, Wed., 7:30-7:45 p.m. Agency, Arthur Kudner.

McGRAW-HILL PLANS ● McGraw-Hill Pub. Co., New York, through Glee Stocker & Assoc., New York, looking for station-break availabilities in 15 cities. Campaign to start in mid-September.

BORDEN RENEWAL ● Borden Co., New York, renews *County Fair* on CBS Sat. 1:30-2 p.m. Sept. 13 for 13 weeks. Agency, Kenyon & Eckhardt, New York.

WNBW WASHINGTON SIGNS THREE VIDEO SPONSORS

THREE program sponsors signed by WNBW Washington, television affiliate of WRC, Georges Radio & Television Stores Aug. 22 started *Let's Learn to Dance*, with Arthur Murray dancers, Friday 7:45-8 p.m. Agency, Robert J. Enders, Washington.

Columbia Wholesalers (Philco) about Oct. 1 starts series of historic championship fight films, Wednesday, 9:30 p.m., averaging 20 minutes. Agency, Kal, Ehrlich & Merrick, Washington. Gunther Brewing Co., Baltimore, Sept. 12 starts *Sports School* following Madison Square Garden fights Friday nights. Agency, Booth, Vickery & Schwinn, Baltimore.

Columbia Wholesalers also sponsoring station breaks. WNBW went commercial two weeks ago after formal debut June 27.

LOOK AT THE *New* GUIDE POSTS TO AN EVEN *RICHER MARKET*

When it's time to pull the "Memphis data" from the file, be sure you place WHHM on top. For any schedule that covers Memphis nowadays belongs on WHHM . . . That's the new proved road to results in Memphis.

MORE LISTENERS PER DOLLAR IN MEMPHIS

Forget the old guide posts you used to measure Memphis by . . . Look in a new direction, via the straight route to sales. WHHM sells more local time than any other Memphis station . . . that's to the folks who are on the ground . . . able to judge first hand when a station really produces.

WHHM

INDEPENDENT—BUT NOT ALOOF

MEMPHIS, TENN.

Represented by
FORJOE & CO.

MEMO
to
BUYERS

-TNT AND NBC IS *DYNAMITE* IN DIXIE

An NBC station is tops in any city. But when smart, heads-up local programming is combined with the superb program structure of the Nation's Number One Network—then the result is an unbeatable station.

That's the story in Augusta—one of the nation's oldest cities, and one of the best markets of the South. It is the third market in Georgia.

Until WTNT went on the air, Hooper found that less than two per cent of the radio listeners in Augusta tuned to NBC station. The people of Augusta were just as eager to hear the big NBC shows as were radio listeners in other cities. But no NBC station with a listenable signal could be heard.

Then on New Year's Day, 1947, came WTNT and NBC to Augusta. With it was an *EXPLOSION* that rocked radio listening in Augusta. WTNT is now delivering the Augusta market to NBC advertisers and more and more national spot advertisers are scheduling WTNT.

Within the good listening area of WTNT (.5 mv/m contour) there are 130,000 people, 100,000 of whom are concentrated in Augusta and just across the Savannah River in the Aiken County Horse Creek Valley section of South Carolina.

For further details on the BEST RADIO BUY in Augusta, contact Taylor-Howe-Snowden.

WTNT NBC AFFILIATE
AUGUSTA, GEORGIA
250 Watts • 1230 Kilocycles

OWNED & OPERATED BY THE GEORGIA-CAROLINA BROADCASTING COMPANY
Walter J. Brown, *President*

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

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At Washington Headquarters

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Editor and Publisher

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Betty Beckanstin.

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Bruce Robertson, *Senior Associate Editor.*
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Fred W. Sample, *Manager;* John Osbon.

HOLLYWOOD BUREAU

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TORONTO BUREAU

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.
* Reg. U. S. Pat. Office

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SUBSCRIPTION PRICE: $7.00 PER YEAR, 20c PER COPY

WHAT A *Bargain!*

Retail sales in the Nashville market area have been increasing 100% a year—1000% from 1935 to 1945.* No wonder we call this a bargain territory! Check the market data for Nashville's retail trade area—you'll be surprised at the sales potential. And you can share in retail sales of more than 356 million dollars yearly. So, reach your share of the prospects, at reasonable cost, while they are tuned to favorite network shows broadcast over WSIX.

* Tenn. State Planning Board report.

AMERICAN • MUTUAL

5000 WATTS

980 KC

National Representative:

THE KATZ AGENCY, INC.

WSIX

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

HE'S THE FUNNIEST N

NEW SOUND IN AMERICA *(...they tell us!)*

Three months ago, a young man named Robert Q. Lewis started unloading the contents of an amiable but zany personality into a CBS microphone.

The critics went overboard.

"*He has suddenly emerged as one of the bright new hopes of radio,*" said the World-Telegram.

"*...a wealth of laughs...strictly wonderful stuff...*" said Billboard.

"*After only seven weeks on the air (he) has become one of the most buzzed-about comics in radio,*" reported curt, complete Time.

And Variety printed a couple of hundred words that would be music to the ears of the greatest comics of all time. It credited Lewis with "*easily the top running gag of the season...a top production job by Goodman Ace...one of the fresh new notes in radio...sapient delivery,*" and so on.

Each Saturday night (8:00 EDT) on Robert Q.'s "Little Show," his girl-friend Ruthie says:

"*Let's not fight this, Robert—it's bigger than both of us.*"

It's a line worth remembering. A big *new* comic voice is big news to the *people* of this country, to *radio* — and to any *advertiser* who effectively wants to get his message across to millions. You can prove it to yourself very easily. Listen to any recording (or broadcast) of THE ROBERT Q. LEWIS LITTLE SHOW. *And then give it a selling job to do!*

A CBS PACKAGE PROGRAM

For Profitable Sales
Advertise in these
5 PROSPEROUS MARKETS

WGAL
Lancaster, Pa.
Established 1922

WRAW
Reading, Pa.
Established 1922

WKBO
Harrisburg, Pa.
Established 1922

WORK
York, Pa.
Established 1932

WEST
Easton, Pa.
Established 1936

NBC AFFILIATES

STEINMAN STATIONS
Available individually to suit your needs. Write:
Sales Representative
RADIO ADVERTISING COMPANY

New York • Chicago
Los Angeles • San Francisco

Feature of the Week

WBRC BIRMINGHAM has a new ray of entertainment for shut-ins. Instead of bringing radio to the bedside it has brought the bedridden direct to the microphone.

The station's chaplain, Rev. Homer Bryan, was thinking out loud one day about how he would like to give some of the bedridden unfortunates of Birmingham and Jefferson Counties a real get-together party. Station Manager Mrs. Eloise S. Hanna heard him and several weeks later listeners heard *The Old Rugged Cross* being sung at what WBRC believes was the first shut-in party ever given by a radio station.

For many of the people attending it was the first party in months—for some the first in years. Ambulances, buses, and taxi companies donated their services to bring the old folks from their homes to Avondale Villa.

The program had everything—including a share of notables. Bill Borthwick, station m. c., interviewed one of the shut-ins, Dr. H. H. Lane, who was former President Herbert Hoover's personal physician during the years he was in the White House.

One large group attending the party was from Jefferson County Home at Ketona. It numbered 24 patients. Oldest person attending was Miss Margaret England, of Birmingham. She is 86.

Holding the mike for a shut-in is Mr. Borthwick.

* * *

The party was broadcast over WBRC at 3 p.m. Both before and after the broadcast the guests sang. Each guest received a gift, donated by Birmingham department stores. Refreshments also were donated.

Being on the radio is even better than listening to it, in the opinion of the participants. They say they are looking forward to the next radio shut-in party.

Sellers of Sales

A SUDDEN URGE to get away from an atmosphere which was laden with the sordid, gruesome side of life caused an ambitious young Salt Lake City lass to travel 1,000 miles and plunge right into advertising.

That young lady is Zonabelle Samson, who is greeted by her colleagues at the Leon Livingston advertising agency in San Francisco — where she is radio timebuyer — with the more familiar "Zona" or "Sammy."

She got her fill of the stark realities of life while employed as secretary to Utah's Commissioner of Public Safety. Her daily routine brought her in contact with homicides, suicides, tragic deaths and with police characters—thugs, burglars, kidnapers and murderers.

ZONA

Later Zona became a court reporter for the Army, and this job, too, brought her in touch with the "unpleasantries" of life—court martials of servicemen who went awry of Army regulations.

Fed up with this gruesome sort of business, she high-tailed it out of Salt Lake City six years ago for San Francisco. Her first job was with Yeomans & Foote, a small agency, whose principal clientele was automotive accounts.

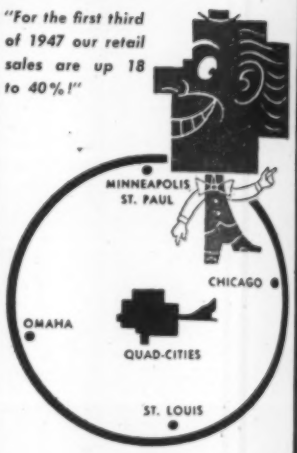
Four years ago Zona joined the Leon Livingston agency as secretary. She served in that capacity exactly one month. Her next step was assistant to the radio timebuyer, and eventually she became radio timebuyer.

Zona is divorced, has an 8½-year-old daughter. She lives in the historic Montgomery Block in San Francisco, one of the oldest buildings in the city, which in years gone by had been the abode of such famous personalities as Mark Twain, Jack London, Robert Louis Stevenson and the zany early-day character, "Emperor" Norton.

Her hobby is "doing over" and redecorating her unique home—which was "acquired through necessity," as she put it—due to the housing shortage.

WOC

"For the first third of 1947 our retail sales are up 18 to 40%!"



QUAD Cities

DAVENPORT, ROCK ISLAND
MOLINE, EAST MOLINE

Only WOC delivers satisfactory year-round NBC service to the Quad-Cities . . . the largest metropolitan area between Chicago and Omaha, and between Minneapolis and St. Louis. Approximately 218,000 people work and live here . . . make it the 40th retail market in the nation.

5,000 Watts, 1420 Kc.
Basic NBC Affiliate

B. J. Palmer, President
Buryl Lottridge, Manager

WOC

WOC-FM

DAVENPORT, IOWA

National Representatives:
FREE & PETERS, Inc.

ROCHESTER?

...CHANCE TO BUY ON EITHER OF TWO NEW SMASH HIT PROGRAMS

"TO THE LADIES" *with* MARGOT

MARGOT is the fortunate possessor of a "triple personality"—pianist, vocalist, raconteuse! And she uses *her* personality to merchandise *your* product! Margot's fans have been dropping nearly 1500 pieces of mail in her mailbag *each week!* . . . Assisted by that smooth baritone, Jimmy Britton, Margot entertains and SELLS 9:30 to 10:30 Monday thru Friday mornings—a *great* spot for *your* spot!

"OPEN HOUSE" *with* JOE DEAN

JOE DEAN twirls the discs 45 minutes to an hour each afternoon Monday through Saturday at three. This man Dean is smooth, and witty and smart enough to intersperse "quickie" interviews with guest stars among his tuneful platters. It all adds up to gay, mellow and *interesting* listening. In fact, on the basis of our own private surveys, we'll bet our shirt Joe Dean's "Open House" busts the next Hooper wide open!

WRITE, WIRE OR PHONE FOR RATES AND AVAILABILITIES

Now 5,000 WATTS

National Representative
J. P. McKINNEY AND SON
NEW YORK, CHICAGO, SAN FRANCISCO

WHEC
ROCHESTER, N.Y.
BASIC CBS

how would you like a

12.5 HOOPERATING *in* KANSAS CITY ?

● One of the marks of good radio-station management is the development of really popular local shows. Kansas City's KMBC has put *special emphasis* on local programming, and the result is a very *special opportunity* for users of spot radio.

KMBC's "Brush Creek Follies" is one example of many. Playing to a theatre audience of some 2,000 people weekly, this outstanding live-talent show consistently maintains a Hooperating around 12.5.

Whether you are a large advertiser or small—whether you might use local programs in one market or a hundred, *you can do a job of "Bull's-Eye Radio" with national spot*—get high results at lowest costs. Shall we see what kind of list we can build for *you?*

EXCLUSIVE REPRESENTATIVES:	
ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
FT. WORTH-DALLAS	WBAP
HONOLULU-HILO	KGMB-KHBC
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TELEVISION:	
ST. LOUIS	KSD-TV

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since May, 1932

NEW YORK: *444 Madison Ave.* CHICAGO: *180 N. Michigan Ave.* DETROIT: *Penobscot Bldg.* FORT WORTH: *406 W. Seventh St.* ATLANTA: *Palmer Bldg.* HOLLYWOOD: *6331 Hollywood Blvd.* SAN FRANCISCO: *58 Sutter Street*

BROADCASTING
TELECASTING

VOL. 33, No. 8 WASHINGTON, D. C., AUGUST 25, 1947 $7.00 A YEAR—20c A COPY

Time Sales Expected to Continue Pace

Fall-Winter Business May Set New High; Few See Decline

SALE of radio time this fall and winter will equal, and probably exceed, that of one year ago.

A nationwide survey of advertisers, agencies, representatives, stations, networks and related fields, conducted by BROADCASTING'S bureaus, reveals that a majority of executives expect time sales to range slightly higher than those in 1946. Few anticipate a decline.

Looking over the various facets of broadcasting, these executives are pretty well agreed that the transition from wartime easy money to a postwar buyers' market is about complete. They find that advertisers are buying cautiously, determined to get all they can for their media dollar.

A number of other significant trends are observed in the broadcast advertising field. Foremost is a refusal of all but the largest advertisers to buy big-time programs without making a careful study of all elements involved. The coming autumn will reflect this trend as a number of the costlier air pageants change sponsors.

No Recession Seen

Also interesting is the belief among many businessmen that early 1947 fears of an imminent depression were not justified. Those on the pessimistic side are starting to concede that they wailed prematurely. Readjustment to postwar conditions has caused unrest in many spots, along with labor difficulties and price worries. But most pessimistic predictions are pointed toward inflation rather than toward a general recession.

Though the past summer was marked by an early flurry of cancellations, few executives foresee trouble this autumn. The usual seasonal accounts are signing up, with many expanding or at least equaling their 1946 budgets. Some are using fewer stations where higher rates are encountered, but the trend is not general.

Competitive selling has returned in the East, but advertisers are buying as much radio as they did a year ago, more in many cases. NBC is doing better than a year ago; CBS night sales may drop slightly but this will be offset by daytime gains; MBS is doing well but can't keep up its sensational 1946 pace; ABC is optimistic following a 12½% gain for the first half of the year and prospects of new autumn business. Agencies vary from optimistic to cautious. Representatives find seasonal accounts renewing with the soap industry, a good index, showing signs of fall activity.

Chicago is optimistic, following a good record for the first half of 1947. Such leaders as Standard Oil (Indiana) and Swift are using more radio. Interest in cooperative shows increases, with some advertisers changing from spot to programs. Agencies are cheerful, as are representatives. Most FM stations, still in a stage of business infancy, aren't out of the red.

The West Coast has met and conquered many of its readjustment problems, with much of the wartime population absorbed. Agencies and representatives are more optimistic than many station operators, some stations having had their first summer slack in years. With easing of newsprint and growing intra-industry competition due to arrival of new stations and power increases, West Coast stations feel that creative selling is necessary.

Spot and regional network advertising are doing especially well on the Coast, but expensive prestige shows are getting a careful once-over. An increase in retailers' use of radio is noted in the San Francisco area, with an all-time high in the spot classification.

In Canada broadcasters are looking on the bright side, noting an upward trend. Increased rates cut the size of some station lists but not the dollar volume. This affects small stations most. The Canadian Broadcasting Corp. network prospects are good, with clients renewing and new sponsors in line for the Dominion daytime network. Business is good despite the fact that the government, a heavy buyer of time for years, is out of the market aside from a savings bond drive.

AS RADIO continues its accelerated pace, here's how the business outlook lines up in the major market areas:

NEW YORK—Sales conditions will lack the lushness of war years, but prospects remain healthy. ***See page 15.***

CHICAGO — Optimism keynote of radio talk in that area. ..... ***See page 15.***

WEST COAST—Some dubious notes, but no lag in radio's business. ***See page 16.***

CANADA—Some quarters reserved, but consensus on prospects is an unqualified "good." ..... ***See page 77.***

Justice Dept. Probing AFM's Refusal

Union Head's Ultimatum On FM Networking Brings Action

REFUSAL of James C. Petrillo, AFM president, to permit duplication of network programs on FM is being investigated by the Dept. of Justice to determine if the union head is violating the Lea Act or Taft-Hartley Act.

The Department, having conferred last Thursday with FM Assn. executives, is to get the network side of the case early this week.

Further conferences are expected to include AFM representatives, perhaps including Mr. Petrillo.

The Department's inquiry into duplication of network music on FM climaxed a week in which these developments were outstanding:

Mr. Petrillo informed the four networks he could not permit duplication of their music on FM but his locals were willing to negotiate separate contracts.

FMA, conceding a blow had been struck at development of FM, asked the Dept. of Justice and FCC to probe the union's action.

The four network presidents joined in a sharp statement asking a further meeting in an effort to solve the problem.

FMA sought a further meeting with networks and Mr. Petrillo.

NAB's FM Executive Committee, which includes a number of FMA officials and members, placed the problem on the agenda of its meeting today (Monday).

On NAB Agenda

The entire FM music situation will be discussed by the NAB Employe-Employer Relations Committee at a meeting to be held on the morning of Sept. 15, opening day of the NAB annual convention, with further discussion at the convention labor clinic that afternoon and at a later general convention session.

At its Thursday morning conference the Dept. of Justice asked FMA to prepare a statement of its position and to supply background material covering the position of all parties in the FM music situation. Representing FMA at the conference were Bill Bailey, executive director, and Leonard Marks, general counsel. Peter Brown, assistant chief of the Department's Criminal Division, participated along with four other Department attorneys.

FMA is understood to have asked Department review of the whole situation to determine if the Petrillo telegram is a violation of the Lea Act or Taft-Hartley Law and review relations of Petrillo and the networks.

No charges were made against the networks by FMA, which has contended that their AM contracts specify "broadcasting" and do not prohibit FM duplication. The dis-

(*Continued on page 74*)

'Survival' Policy Hits First Licensee

WBIX Silences in View Of Multiple Grants In Rome, Ga.

IN THE FIRST REQUEST of its kind since the postwar boom in radio stations started, WBIX Rome, Ga., last week asked the FCC to cancel its license.

Officials of the 1-kw daytime station told the Commission that in their opinion Rome is not able to support the four stations currently assigned there. Rome's 1940 population was about 26,500.

One Rome radio man told BROADCASTING that "radio salesmen often stand in line to see local advertisers."

WBIX, assigned 1190 kc and on the air since February, ceased operations at sign-off Aug. 14. It has sold its equipment and leased its studios to WROM, one of the three remaining AM outlets in Rome.

Other standard stations there are WLAQ, a daytimer on 670 kc with 1 kw, and WRGA, fulltime 250-w local on 1490 kc. WRGA, the city's only network affiliate (MBS, KBS), is slated to change to 1470 kc about Dec. 1 and increase power to 5 kw fulltime. WROM has applied for authority to move to 1400 kc for fulltime 250-w operation.

WBIX is licensed to Rome Radio Broadcasting Co., headed by R. L. Tomlinson as president and R. L. Tomlinson Jr. as general manager. The Tomlinsons, of Chattanooga, where R. L. Jr. formerly was an announcer of WDOD, are equal owners of the Rome licensee company. They received their grant for the station on Sept. 19, 1946.

FCC officials said it was the first voluntary relinquishment of license since the war. There have been, however, several instances in which construction permits were given up for similar reasons before construction and installation were completed. There also have been some mergers of rival grantees who felt both could not survive competitively and several instances of new stations sold primarily to avoid the economic threat.

Voluntarily Quit

During the war some stations voluntarily turned in their licenses owing to the manpower shortage, but there have been no voluntary cancellations of licenses because of the economic factor since pre-war days—and FCC officials could recall relatively few of these incidents.

The Commission has not yet acted upon the WBIX request. WROM officials said they are awaiting only the approval of FCC to move into the vacated studios.

Dean Covington, one of the owners of WROM — which was authorized on the same day as WBIX—announced the details of the lease arrangement after completing arrangements with the Messrs. Tomlinson at Chattanooga. He said purchase of the WBIX equipment "will enable WROM to give unequaled service to listeners in Georgia, Alabama, Tennessee.

WBIX President Tomlinson issued a statement asserting that "we deeply regret that WBIX is leaving Rome . . . However, in turning over our studios to WROM, we feel that they will continue their same high standards of broadcasting, and, with the new studios and facilities, will be able to serve more completely the people of this section."

Charm-Kurl to Sponsor Two Programs in Canada

CHARM-KURL Home Permanent Co., St. Louis, will sponsor two shows in Canada as well as conduct a test campaign in Detroit. The advertiser will sponsor *Flicks and Flashes* with Susan Fletcher starting Aug. 25, a quarter-hour movie gossip show, once a week on 29 stations of the CBC Dominion Network plus a French show starting Aug. 27 called *And So What* Wed., 7:45-8 p.m. on the CBC basic French network. Contracts are till forbid.

The test campaign in Detroit which started on Aug. 17 includes two quarter hours weekly of disc jockey shows, Sunday and Wednesday on WJR Detroit plus daily spot announcements. Harry B. Cohen Co., New York, is the agency.

Cooker Co. Sponsors

NATIONAL Pressure Cooker Co., of Eau Claire, Wis., beginning Oct. 4 for 52 weeks presents *Meet the Mrs.* on ten CBS western stations plus Rocky Mountain stations not yet designated on Saturday, 1:30 to 2 p.m. (PST). Agency is Melamed-Hobbs, Minneapolis.

Plans for First Continuing TV Set Survey Are Revealed in Philadelphia

PLANS for the first accurate and continuing television set survey in any metropolitan area were revealed Aug. 20 by John A. Morrison, managing director, Electrical Assn. of Philadelphia, at the first regular meeting of the Television Assn. of Philadelphia [CLOSED CIRCUIT, Aug. 11].

He disclosed that all the television dealers in the area have agreed to give the electrical association their confidential figures on the number of sets sold in each quarterly period. He indicated that when the figures are made public television will be given a big boost in the area.

The first such figures were expected to be ready for the meeting, Mr. Morrison said, but data from some of the distributors did not arrive in time. The association considered it inadvisable to give out any figures until all distributors were heard from. Within a week or ten days the first public count is expected to be made.

The first meeting of the Television Assn. of Philadelphia was attended by about 70 executives from radio, television, advertising agencies, manufacturing companies and trade papers from the entire Philadelphia area and from New York.

Jack R. Poppele, president of Television Broadcasters Assn. Inc., the main speaker (see story page 38), said he was nicknaming the Television Assn. of Philadelphia "TAP" and that he hoped the nickname would stand for "tapping" new resources in entertainment and profit for the country and the industry.

Drawn for BROADCASTING by Sid Hix

NEWS ITEM: RUSSIA PLANNING COMMERCIAL RADIO

"By permission of the Commissar of Communications you are urged to try Campbell's borscht."

Early Signers

APPROXIMATELY six weeks before going on the air the new ABC *Abbott and Costello* cooperative program had 40 local advertisers signed as sponsors, it was announced last week by Murray Grabhorn, supervisor of ABC's co-op program sales department. Among the advertisers who will sponsor the comedy show, which begins Oct. 1, Wed., 9-9:30 p.m., in the East and 8 p.m. in all other time zones, are brewers, petroleum products merchandisers, drug stores, jewelers, dairies, men's apparel stores, candy manufacturers, auto dealers, department stores radio dealers.

ABC Offer to Sell Stock Is Withdrawn

Loans Extended and Business Is Good, Network Declares

WITH ABC's business at an enviable all-time high and its capital loans extended for long periods, ABC has withdrawn the application filed in June, 1946 with the SEC to permit network to offer its stock to public. Withdrawal does not, of course, bar ABC from refiling any time stock issue may again seem desirable.

In the application filed last June the network sought permission to issue 950,000 shares of $1 par value stock as part of its capitalization plan announced two months previously. [BROADCASTING July 1 and April 29, 1946].

The original ABC plan was designed to sell the 950,000 shares for $13,200,000 net, using the proceeds to retire $4,000,000 in bank loans; purchase King - Trendle properties in Michigan for $2,800,000 net; use $3,200,000 for FM and television, and the remainder for standard broadcast equipment and buildings needed when ABC leases with NBC expire. The King-Trendle purchase was negotiated, with ABC retaining WXYZ Detroit and disposing of WOOD Grand Rapids.

General Mills Adds

GENERAL MILLS Inc., Minneapolis, on Sept. 11 will expand its sponsorship of *The Betty Crocker Magazine of the Air* on ABC from 61 to 191 stations, heard Mon. 10:25-10:45 a.m., through Dancer-Fitzgerald-Sample, Chicago.

Ford to Start Show

DESPITE the strike at Ford Motor Co.'s Dearborn plant, which it had been feared would affect the company's fall advertising plans, the Ford Co. announced last week that it would on Oct. 5 start its Sunday, hour-long series on NBC with the radio adaptation of *The Great McGinty*. Kenyon & Eckhardt Co., New York, is the agency.

Business Index—New York

No Lag Is Expected in Gotham's Radio

Competition Tighter But Without Ill Effects

COMPETITION, a word which virtually disappeared from the vocabularies of New York radio men in the easy-money years of war prosperity, this month was back in conversational vogue. It was accepted in every company—in the inscrutable idiom that passes for language at Toots Shor's and in the more precise prose of interoffice memoranda.

And competition was more than talk; it was fact.

In 1947-48, everyone was agreed, business would neither force its way through the transom nor wander through an open door. Salesmen were going to have to go out to get it. Since plainly an era of hard-headed economics had begun, advertisers would insist on getting the most for their advertising dollar. They would be sure to shop around before committing their expenditures. The awareness of these facts tempered radio men's optimism, made them think realistically of their prospects as the scramble for fall business got under way.

Slightly Better

The consensus of buyers and sellers of radio time was that radio business volume this fall would at least maintain the levels of a year ago, perhaps would better them.

No network expected 1947 fall volume to be more than slightly better than last year's. The most optimistic was NBC, which last week had one daytime strip, one Monday night half-hour and two periods of the daily Fred Waring show still unsold.

"The overall picture this year is better than last," George H. Frey, NBC director of network sales, said. "There seems to be a lot of business around."

CBS was more modest in its expectations. According to John J. Karol, CBS sales manager, nighttime sales this fall may aggregate slightly less than those last year, but if any loss is incurred there, it may be offset by sales of daytime programs which promise to exceed last year's figures.

Most optimistic of all networks was ABC which a month ago reported that its billings for the first half of 1947 were 12½% better than those for a similar period last year and which said that any new business contract for fall would serve to increase that percentage.

"Actually ABC is standing on the brink of greatness for the first time," Fred Thrower Jr., vice president in charge of sales of ABC, said. ABC was "able to make progress last year in the face of such obstacles as material shortages and strikes which affected general business conditions," said Mr. Thrower. "Now that these problems have diminished and we have managed to improve our programming, the only question among the four networks is: Who's on second?"

MBS sales have been running "a bit off," according to Robert D. Swezey, vice president and general manager of Mutual. Mr. Swezey pointed out, however, that Mutual business a year ago had spurted to theretofore unknown limits and that the network had not expected the gains to continue at that pace.

Evidence that networks were committed to a course of muscle-hardening in anticipation of the competition confronting them came in the series of recent sweeping changes in the program departments of all of them and in the administrative reorganization of NBC [BROADCASTING, July 7 *et seq.*].

The appointments of Charles Barry and Hubbell Robinson to vice presidencies in charge of programs at ABC and CBS respectively were regarded as clear indications that both networks were resolved to bolster the commercial aspects of their programming.

Mr. Barry, as national program director of ABC, was largely responsible for originating the Paul Whiteman disc jockey program, which was sold in entirety before it went on the air. His election to a vice presidency occurred soon afterward.

Mr. Robinson has long experience with radio production in agencies, his latest position before joining CBS having been vice president and radio director of Foote, Cone & Belding.

New MBS Setup

Mutual added a new job to its program department—national director of programs—and hired a man with agency experience to fill it. Hendrick Booraem, formerly West Coast manager of the Hutchins agency, as MBS national director of programs, will preside under Phillips Carlin, the MBS vice president in charge of programs, in New York while Walter Lurie, director of new program development, spends his time between New York and Hollywood.

In the wholesale reshuffle at NBC, Clarence L. Menser, longtime vice president in charge of programs, resigned and Ken R. Dyke, former vice president in charge of broadcast standards and practices, was given top command over the program, public service and continuity departments. During the war Mr. Dyke rose from the rank of major to brigadier general in Gen. Douglas MacArthur's theatre, a feat which required more than a casual gift for diplomacy, and before the war he had wide experience in the buyer's side of the radio business as advertising director of Colgate-Palmolive-Peet Co.

Obviously, the networks were mindful that programming—a major factor in radio sales—would be influenced by the newly competitive atmosphere.

Agencies Restrained

Among advertising agency executives, there was restrained optimism. Aware that advertisers would look sharply before investing, some agency men predicted that talent costs, which have risen astronomically, would be forced down.

Said Harry Ackerman, vice president in charge of radio program operations for Young & Rubicam, New York: "The program that de-

(*Continued on page 36*)

Business Index—Chicago

Optimism Keynotes Chicago's Outlook

Product Availabilities, Better Labor Picture Inspire Attitude

By JOHN OSBON

OPTIMISM is the keynote of reaction in Chicago—optimism and a firm belief that the byword for fall 1947 is "competition."

There were good reasons for this optimism, which seemed lacking a year ago this time. Basically, it was the advertiser, the bankroller, the sponsor who set the pace. A few of them had retrenched in the past year; many more, however, had continued to go along with radio as their medium. Many, too, increased their billings. On the whole, business the first half of '47 was very encouraging; increases were registered for the first six months over a comparable period last year. Fall prospects were much better on the basis of business already completed.

Budgets Expanded

Behind the background of the facts which showed more business were other considerations: (1) Hardline merchandise was coming again to the fore, with marketability of hitherto undisplayed brands, (2) restrictions were eased, particularly in the grain situation, (3) the labor picture had changed perceptibly for the better, Chicago radio people felt, (4) the spot business field registered increased interest and activity, (5) the production and transcription companies had shown appreciable growth, with the result that regional advertisers were becoming more interested in transcribed shows, many of them first-rate programs, as were national advertisers (also in co-operative live shows), (6) the manifestation of new trends in the combined fields of television and FM (as well as AM) was apparent.

In short, new fields, touching upon the radio industry as a whole, were mushrooming, viz, television packaging firms, production companies, etc. Optimism was the keynote and competition the byword.

Advertisers were, in all cases, reluctant to give figures, either actual or percentage-wise, on radio expenditures allocated for this fall (also this year), or even for last year. Indications were apparent, however, from talks with advertising heads or spokesmen of three sponsors contacted—Kraft Foods Co., Standard Oil (of Indiana) and Swift & Co.—that advertising budgets for fall radio have already been increased appreciably.

A spokesman for the advertising department of Kraft Foods Co. told BROADCASTING that Kraft's radio budget this year had remained "rather static," but pointed out that this year the company had retained the 7:30-8 p.m. (CDST) spot over NBC for *Summerfield Bandstand*, summer replacement for *The Great Gildersleeve*. Kraft's radio expenditures for 1946 were approximately $1,270,000.

Standard Oil (of Indiana) admitted its '47 radio budget was well over that of last year, with contracts for sponsorship of a number of football games this fall. In all, Standard has lined up some 35 programs over 25 stations. Its growing use of radio is apparent, especially in the sports realm.

Swift Increase

Vernon D. Beatty, advertising manager of Swift & Co., revealed that Swift had shown approximately a 40% increase in use of radio this year over 1946, though he declined to quote any figures. Swift's 1946 radio expenditures were roughly $1,716,000 (for all products).

Here are some typical comments from Chicago advertising agency heads and radio directors:

Allan Fishburn, radio director, Schwimmer & Scott: "With the

(*Continued on page 40*)

Business Index—Los Angeles

Pacific Business Still Regarded Sound

Consensus Marked By Some Feeling Of Doubt

By DAVID GLICKMAN

BUYERS and sellers of radio time in the western area are equally agreed that no one is able to chart the broadcasting industry's fall course this year. Individual market conditions and local situations make it difficult to forecast overall picture.

Optimism which has prevailed on West Coast is clouded with "if, but and when." And cross-section of opinions from broadcasters, advertisers, agency account executives, timebuyers and station representatives reflect a variance of views. Dubious are station operators and their local sales staffs. Optimists are agency account executives and timebuyers, with station representatives standing shoulder-to-shoulder with latter group.

Many conflicting elements enter the picture. Of major importance are labor unrest and price worries, which continue to beset the manufacturer and in turn the distributor and the retailer. Uneven rises in price, cost and income stand as a serious road block to continuance of the present high level of business activity. Without readjustments, marketing and advertising procedures will be uncertain, industry figures are agreed.

Distribution Still Problem

Distribution still is a problem. Shortage of basic materials in some lines continues, holding back expansion of many businesses.

Luxury retailers and specialty shops, such as jewelers and furriers who were heavy users of wartime radio, are curtailing that type of advertising. Some have cut down or dropped local radio as a medium entirely. Others who have bowed out will be back on the air only for Christmas selling. But among those interviewed by BROADCASTING, consensus is that the volume index will be up at year's end.

About the only thing that has receded on the West Coast is bearishness of those who have been playing for a recession in private enterprise. Few now forecast recession. None speak depression. But there is a fear of inflation. No general buyers' strike has developed. Department store sales have held up right along, with little more than the usual seasonal variations.

Talk of inflation and recession, it was pointed out, kept many advertisers from looking too far into the future in their promotion and exploitation plans. Other advertisers, an agency executive said, declare that the next few years will bring greater prosperity to the West Coast and they are planning and building to that end.

Regardless of the dips, curves and uncertainty that have prevailed, radio business on the western slope has been sound. From reports gleaned along the way by BROADCASTING, spot business and regional networks held their own during the past season and for next six months at least will continue a bright spot in the sales spectrum.

From business on hand, and commitments signed for the future, radio will continue at an eccelerated tempo, at least through holidays. These are opinions expressed by those who buy and sell.

Spot Activity

Radio's dollar volume will be up by 25% over last year, with some accounts in the western area increasing by one-third, agency executives indicated. Spot radio, both announcements and programs, is due to reflect a considerable gain this year, at least as a partial result of a drop in sponsored network budgets, agency timebuyers declare.

This is verified by station representatives. Cuts in some national sponsors' airwave expenditures, which are too deep to permit the usual quota of expensive big name network shows, are expected to result in a noticeable diversion to spot and regional sales, with western area receiving a goodly portion.

Many stations for the first time in years had a summer slump. As a result there are numerous availabilities. Sponsors and their agencies at this moment can pick and choose in some markets. Station sales staffs, and their national representatives too, are out doing a hard, down-to-earth selling job in the battle for the advertising dollar.

Broadcasters are also showing increased concern over future earning power as new stations multiply in their areas and competition for advertiser's money grows tougher. Power increases of competing stations represent another factor.

Station operators and their representatives freely admit that the lush period is over and many advertisers will have to be resold on use of radio as a medium.

With newspaper shortage easing up, one agency said its clients will be using little or no radio this fall. Appropriations are again being directed to newspapers and class magazines. He blames this on radio in part, declaring that clients were "pushed around" during the critical period.

Another agency executive said accounts serviced by his firm will increase use of radio from 25 to 50% by the year's end if "talking stage" plans are carried out. Despite rising prices and unsettled markets, he declared business is heading back to normalcy, and "the good old days of open competition are here again."

Choice Time Taken

Preemption of regional network time by national T.C. advertisers is a constant complaint of West Coast agency men and advertisers. This, in many instances, has caused advertisers to refrain from using network stations, forcing them to turn to independent stations with transcribed shows in various markets. Agency men point out the day must come when networks will set aside so many hours weekly for regional network time that can not be preempted by national users of T.C. time.

There is a dearth of regional network time. Good transcontinental network time, too, is at a premium. Much spot radio graduated to regional network during the past year, station representatives say.

New advertisers are being signed as spot users. Some will supplement their regional network time with spot radio in secondary markets. Other advertisers who used T.C. radio in past years are also adding western regional network

(*Continued on page 49*)

Business Index—San Francisco

Spot Radio May Lead Bay Area Boom

New Sponsors Planning Use of Broadcasting In Coming Season

By J. CLARENCE MYERS

RADIO advertising will present a healthy picture in the San Francisco area this fall and winter, in the opinion of a majority of representatives, timebuyers and station commercial executives.

There is every indication that sale of spot radio will reach an all-time high. Many advertisers are turning to this flexible type of buying in preference to network time. On the other hand a number of network users are augmenting their chain productions with spot purchases. The breweries and wineries, for instance, are expected to be heavy spot users later in the year after readjustments have been made.

While most executives were reluctant to admit a business recession during the earlier months of the year, some termed it a period of "business fluctuation." Business is doing less floundering around now and is more stabilized than in the early post-war period. Some stations felt a decline in radio billings some months ago, but feel that the pendulum is on the upward swing and that this year's figures will approximate those of 1946.

Radio advertising by breweries is off as much as 20% from 1946, due to over-expansion, but brewers are planning to return to the air this fall. Soft drink manufacturers are planning heavy radio campaigns with availability of ingredients.

Buyers' Market Returns

Consumer resistance to high prices is on the wane, with many buyers feeling they are here to stay. For a time this consumer resistance affected advertising.

The 'buyers' market has returned to radio. The order-takers of the lush war years have turned to creative salesmen. Once again competition is keen and the radio stations are generally doing a better selling job, presenting more attractive packages to prospective advertisers and timebuyers. And on the other hand the buyers are becoming more selective and analytical of the time availabilities.

An interesting development in the radio picture is the "luring" of first-timers to the microphones. Businesses that have never before used radio will show a marked increase in the fall and winter billings. Many of these are local retailers who are getting their initiation to the medium. It is the result of more competitive selling on the part of the stations.

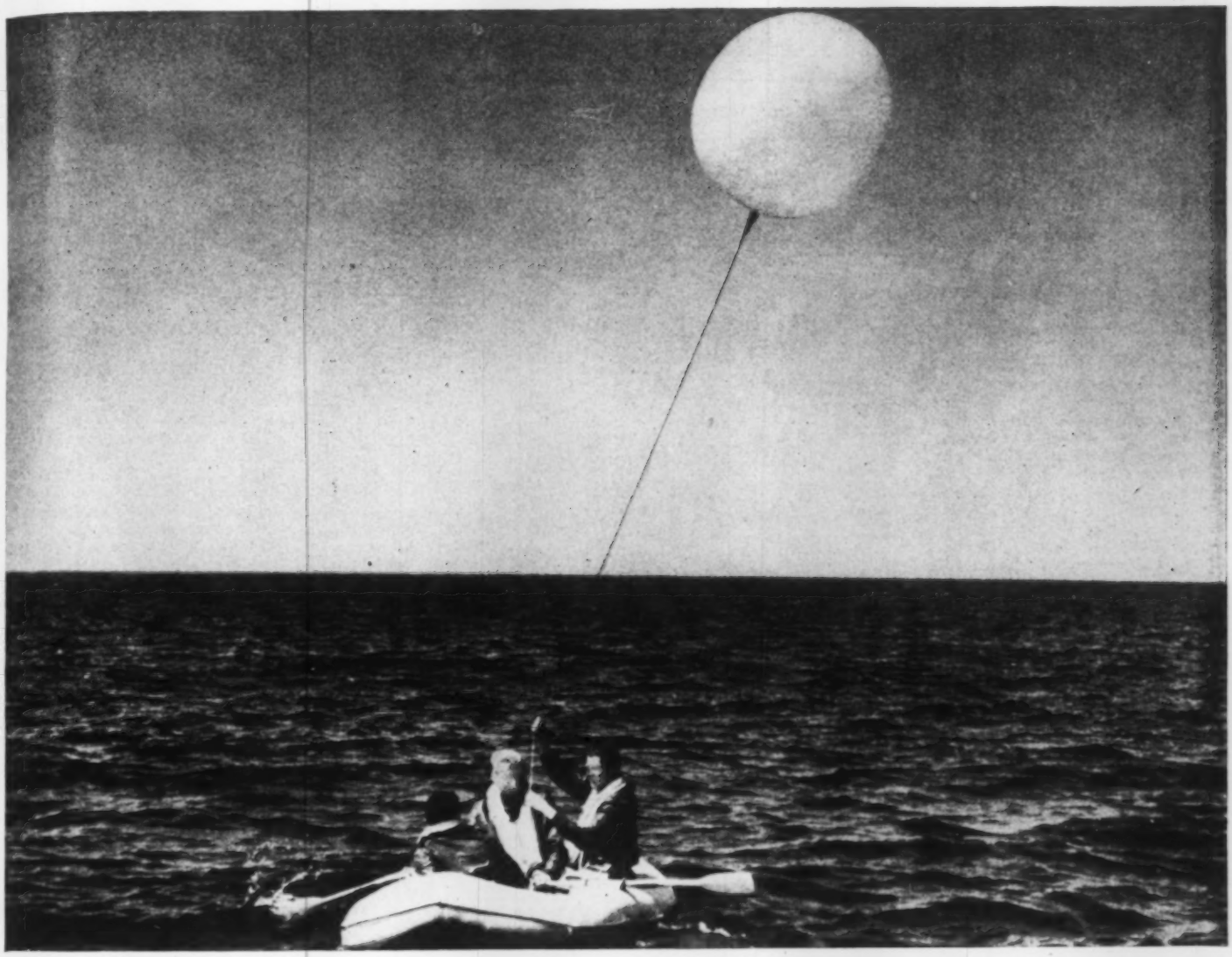
Typical in this category are the real estate and home building companies, heretofore only spasmodic users of radio. For instance, Henry Doelger Co. and Stoneson Brothers, San Francisco, two of the largest home building firms in the West, on July 9 started co-sponsorship of a half-hour musical program on KGO San Francisco for 52 weeks. George Taylor agency handled. Station reports that since initial broadcast it has received numerous inquiries from other real estate firms as to time availabilities.

Networks Hopeful

The majority of those interviewed stated that choice time is still at a premium, but others announced that some choice program and spot announcement periods were available this month, but it was expected that such would not be the case by the middle of autumn.

Commercial heads of all four networks in San Francisco turned

(*Continued on page 76*)



Gibson Girl

We seem to have gone a little daffy over balloon pictures lately . . . but this one is too good to drop. Filled out, it has an hour-glass figure . . . and thus the name, Gibson Girl.

The balloon hoists an aerial that enables a wrecked flier or lifeboat crew to send an SOS wireless message out over some 15,000 square miles of ocean.

Radio produces some amazing developments . . . and facts.

One of the most interesting facts in radio in Baltimore is that an independent is the big buy for advertisers. That's the truth!

For it's a fact that in this five-station town it is W-I-T-H that produces more listeners-per-dollar-spent than any other station in this 6th largest city.

W-I-T-H is the successful independent that is on so many smart lists. Is it on yours? Why not?

W·I·T·H

AM and FM

Baltimore 3, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Metropolitan Areas Grow; Income Rises

Statistics for 34 Larger U. S. Cities Are Released

ALL BUT ONE of 34 selected metropolitan districts in the U. S. showed gains in population between 1940 and 1947, according to the results of a survey taken in April 1947 and announced yesterday by J. C. Capt, director, Bureau of the Census, Department of Commerce.

Largest increase over the 1940 census figures took place in Norfolk - Portsmouth - Newport News which registered a gain of 43%. Others which gained substantially were San Francisco-Oakland with 39%, Los Angeles with 35%, Seattle and Washington, D. C., with 33% each, and Portland (Ore.) with 31%. The only district to suffer a loss was Scranton-Wilkes-Barre with a decline of 15%.

In the majority of the cities the number of private households increased even more than the population. The highest gains in this category were registered by Norfolk - Portsmouth - Newport News with 61%, Washington, D. C. with 45%, San Francisco-Oakland with 41%, and Los Angeles, Portland and San Antonio with 34% each.

In most cities the average population per private household either showed a drop or did not change appreciably. The only one to show a substantial increase was Seattle, which had 2.9 persons per private household in 1940 and about 3.1 in 1947. Those with the greatest decline were Scranton-Wilkes-Barre which went from 4.3 to 3.7, and Norfolk-Portsmouth-Newport News which declined from 4.0 to 3.5.

By regions, the Central, New England, Middle East and Northwest incomes were 10 to 12% higher in 1946 than in 1945. The Far West, Southeast, and Southwest showed smaller gains in 1946, since their largest income expansion was caused by the war effort.

Iowa increased its 1946 total income 27% over 1945 to register the largest gain. Other states ranking high were Montana with 20%; Minnesota, 18%; Wyoming, 17%; North Carolina, 16%, and Missouri, 15%.

Figure for each state and region are shown in the table.

Population of 34 Metropolitan Districts

Metropolitan District	Population: Civilian population, 1947	Population: Total population, 1940	Percent increase, 1940 to 1947[1]	Population per private household: 1947	Population per private household: 1940
Akron, Ohio	423,539	349,705	21	3.6	3.7
Allentown-Bethlehem-Easton, Pa.	337,683	325,142	4	3.7	3.9
Atlanta, Ga.	498,109	442,294	13	3.6	3.7
Baltimore, Md.	1,306,040	1,046,692	25	3.7	3.8
Birmingham, Ala.	502,398	407,851	23	3.7	3.8
Boston, Mass.	2,549,700	2,350,514	8	3.6	3.9
Chicago, Ill.	4,644,640	4,499,126	3	3.5	3.6
Columbus, Ohio	432,304	365,796	18	3.5	3.7
Dallas, Texas	470,052	376,548	25	3.3	3.5
Denver, Colo.	471,460	384,372	23	3.2	3.3
Detroit, Mich.	2,702,398	2,295,867	18	3.6	3.8
Los Angeles, Calif.	3,916,875	2,904,596	35	3.2	3.1
Lowell-Lawrence-Haverhill, Mass.	347,820	334,969	4	3.5	3.8
Memphis, Tenn.	402,752	332,477	21	3.6	3.6
Minneapolis-St. Paul, Minn.	1,006,278	911,077	10	3.5	3.5
New Haven, Conn.	352,036	308,228	14	3.6	3.7
New Orleans, La.	601,608	540,030	11	3.6	3.7
New York-Northeastern New Jersey	12,684,411	11,690,520	9	3.5	3.7
New York Division	9,250,875	8,707,666	6	3.5	[2]
New Jersey Division	3,433,536	2,982,854	15	3.7	[2]
Norfolk-Portsmouth-Newport News, Va.	471,034	330,396	43	3.5	4.0
Philadelphia, Pa.	3,372,690	2,898,644	16	3.6	3.8
Pittsburgh, Pa.	2,100,092	1,994,060	5	3.8	3.9
Portland, Oreg.	534,422	406,406	31	3.0	3.0
Rochester, N. Y.	463,915	411,970	13	3.5	3.6
Salt Lake City, Utah	245,175	204,488	20	3.6	3.7
San Antonio, Texas	417,010	319,010	31	3.7	3.8
San Francisco-Oakland, Calif.	1,989,891	1,428,525	39	3.1	3.1
Scranton-Wilkes-Barre, Pa.	536,458	629,581	−15	3.7	4.3
Seattle, Wash.	602,910	452,639	33	3.1	2.9
St. Louis, Mo.	1,584,044	1,367,977	16	3.4	3.6
Toledo, Ohio	383,418	341,663	12	3.5	3.6
Tulsa, Okla.	213,276	188,562	13	3.3	[2]
Washington, D. C.	1,205,220	907,816	33	3.5	3.8
Worcester, Mass.	308,589	306,194	1	3.8	3.9
Youngstown, Ohio	380,897	372,428	2	3.8	4.1

[1] A minus sign (−) denotes decrease.
[2] Data not available.

Total and Per Capita Incomes by States

States and Regions	Total income payments, Amount (millions of dollars): 1940	1946	Percent change 1940 to 1946	Per capita income, Amount (dollars): 1940	1946
Continental United States	75,852	169,373	+123	575	1,200
New England	6,124	11,995	+ 96	725	1,320
Connecticut	1,417	2,877	+103	827	1,465
Maine	431	917	+113	509	1,044
Massachusetts	3,309	6,269	+ 90	766	1,356
New Hampshire	269	543	+102	546	1,048
Rhode Island	511	1,006	+ 97	715	1,347
Vermont	187	383	+105	521	1,085
Middle East	24,319	48,031	+ 98	752	1,432
Delaware	239	430	+ 80	896	1,498
District of Columbia	905	1,736	+ 92	1,080	1,569
Maryland	1,222	2,716	+122	713	1,293
New Jersey	3,138	6,161	+ 96	803	1,494
New York	11,830	22,895	+ 94	863	1,633
Pennsylvania	6,225	12,437	+100	628	1,238
West Virginia	760	1,656	+118	398	914
Southeast	9,043	23,395	+159	322	801
Alabama	763	2,073	+172	268	733
Arkansas	493	1,328	+169	252	697
Florida	900	2,372	+163	471	1,010
Georgia	986	2,567	+160	315	809
Kentucky	880	2,163	+146	308	778
Louisiana	847	1,982	+134	357	784
Mississippi	444	1,182	+167	202	555
North Carolina	1,131	3,031	+168	316	817
South Carolina	545	1,407	+158	286	729
Tennessee	927	2,535	+174	317	843
Virginia	1,127	2,755	+144	450	952
Southwest	3,908	9,714	+148	399	927
Arizona	237	627	+164	473	995
New Mexico	190	491	+158	356	911
Oklahoma	829	1,848	+123	356	825
Texas	2,652	6,748	+154	413	954
Central	21,664	47,838	+121	605	1,264
Illinois	5,740	12,019	+109	726	1,486
Indiana	1,858	4,368	+136	541	1,158
Iowa	1,233	3,012	+144	485	1,183
Michigan	3,425	7,379	+115	649	1,215
Minnesota	1,424	3,082	+116	509	1,090
Missouri	1,914	4,349	+127	505	1,143
Ohio	4,448	9,808	+120	643	1,302
Wisconsin	1,622	3,803	+134	516	1,198
Northwest	3,363	8,439	+151	454	1,162
Colorado	589	1,380	+134	524	1,196
Idaho	232	588	+153	440	1,243
Kansas	757	1,992	+163	422	1,062
Montana	321	669	+108	574	1,394
Nebraska	569	1,489	+162	433	1,164
North Dakota	237	624	+163	368	1,162
South Dakota	242	673	+178	376	1,228
Utah	265	689	+160	480	1,063
Wyoming	151	335	+122	605	1,264
Far West	7,431	19,961	+169	750	1,465
California	5,606	14,879	+165	805	1,531
Nevada	92	235	+155	836	1,703
Oregon	633	1,729	+172	579	1,188
Washington	1,100	3,118	+184	632	1,346

Per Capita Doubles Since 1940, Says Commerce

INCOME PAYMENTS to individuals soared to a record high in almost every state in the country in 1946 and per capita income for the country as a whole amounted to $1200, or more than double the 1940 average of $575, according to figures made public today by the Department of Commerce.

Total income to individuals in 1946 was over $169,000,000,000 or about 10% higher than the record of $155,000,000,000 set in 1945.

Individual incomes, as used to compute the above figures, include wages and salaries, net income of unincorporated businesses including farms, dividends, interest, net rents, and such items as social insurance benefits, relief, veterans' pensions and benefits, and mustering-out payments to servicemen.

In the individual states, per capita income varied from a low of $555 in Mississippi to a high of $1,703 in Nevada. Other high ones besides Nevada included New York with $1,633; District of Columbia, $1,569; California, $1,531; New Jersey, $1,494; Delaware, $1,493; Illinois, $1,486, and Connecticut, $1,465.

Outstanding fact in the 1946 per capita figures is the heavy preponderance of low-income states in the South. Among the 16 states with the lowest averages are all 15 Southern states. Part of the gap in the South's average income as compared to the rest of the country has been reduced since 1929. However, the South's per capita income last year was still nearly 40% below all the other states.

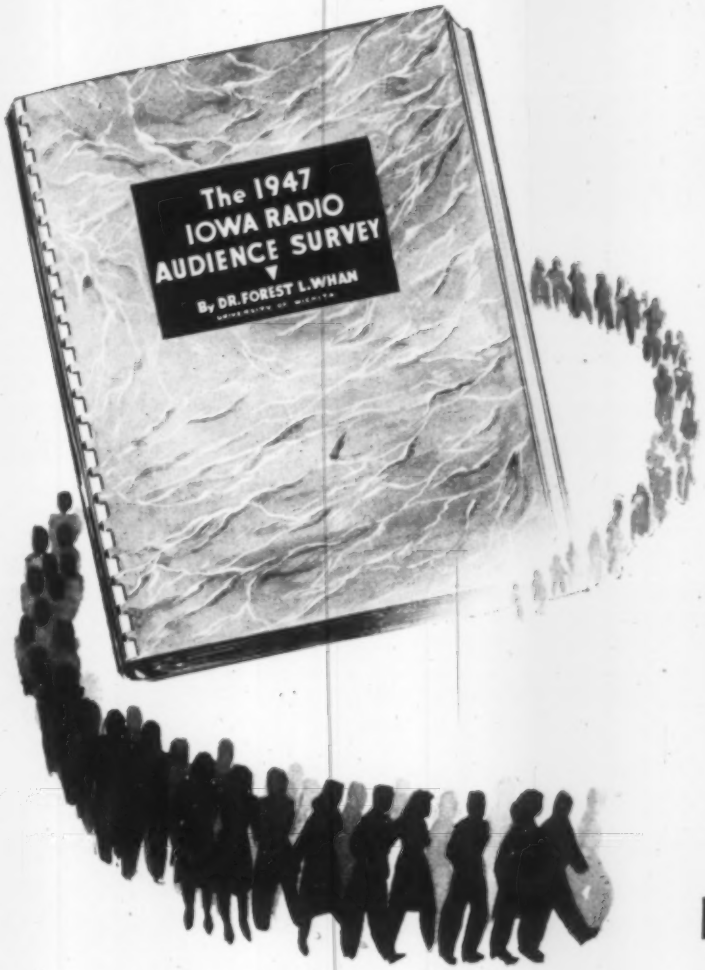
L. A. Stations Sign

INDEPENDENT STATIONS in the Los Angeles area have concluded new year-long contract covering announcers. Increases call for 14%, 16½% and 18% for three categories of stations. Under agreement KMPC and KFWB will pay $80 weekly; KLAC KFAC KFOX KGER agreed to $66.90; KWKW KIEV KGFJ minimum will be $60 weekly.

CHICAGO RDG MEMBERS DECLINE STRIKE VOTE

MEMBERS of Radio Directors Guild, Chicago unit, have declined to take any action on the question of empowering the negotiating committee to authorize a national strike against networks, Burr Lee, head of Chicago unit, has disclosed. Refusal of Chicago members to register an expression of "confidence," Mr. Lee indicated, was attributed to fact that any ultimate strike would be in direct violation of a no-strike clause in directors-network contract, which has two years to run.

The networks have thus far jointly refused to recognize the Guild as bargaining agent for freelance directors. With the Chicago unit declining to concur in a "confidence" vote and not prepared to go along with any strike, despite the action of other units, bargaining power of Guild, it is felt, seems appreciably lessened for any renegotiations it may want to reopen with network heads in the near future.



8,682

IOWA FAMILIES

(1 out of every 73 in the State)

TELL YOU EXACTLY HOW THEY LISTEN TO EVERY RADIO STATION THEY HEAR!

• *1947 IOWA RADIO AUDIENCE SURVEY DISCLOSES IMPORTANT RECENT CHANGES!*

Questioning a cross-section of families *in every Iowa county*, Dr. F. L. Whan of the University of Wichita has just completed his 1947 survey of the radio audience in Iowa—city, village and farm.

As for the past ten years, the 1947 Iowa Radio Audience Survey gives a scientific, over-all picture of *this year's listening habits and preferences.* In it you will find the data on which many important agencies and advertisers will largely depend for their 1947-48 radio plans in Iowa.

Using this Survey, you can determine the number of families who listen to radio at any given daytime quarter-hour period, the types of programs they like, the stations to which they listen. *You can determine, quickly and within very close limits, the value of every radio station heard in Iowa.*

This invaluable book is now on the press. It will be mailed FREE to any advertiser, agency or executive who requests it, so long as the edition lasts. Because of paper limitations, we earnestly suggest that you reserve your copy *now.* Use the coupon *today.*

WHO for Iowa Plus!
Des Moines . . . 50,000 Watts
B. J. Palmer, President . . . Paul A. Loyet, Resident Mgr.
Free & Peters, Inc., National Representatives

Station WHO
914 Walnut Street
Des Moines 7, Iowa

Gentlemen: Please send me, without obligation, my FREE copy of the 1947 Iowa Radio Audience Survey.

Name .....

Company .....

Street .....

City ..... State .....

Russia Puts Squeeze On U. S. HF Program

Proposal Would Require More Data on Frequency Uses

RUSSIAN ATTEMPT to squeeze the United States out of the international broadcasting field became apparent last week at the International High Frequency Conference in Atlantic City.

During discussion on ways and means for apportionment of HF frequencies Russia urged that more data on what these frequencies are to be used for be submitted. The United States agreed that frequency uses should be classified, but not in a way which would be in effect a priority system.

The Russian proposal would effectively block use of HF for international or intercontinental broadcasting, reserving first priority for domestic use. Superficially, this point of view on the part of the Soviets is understandable since Russia must use a great deal of HF in order to cover her tremendous geographical expanse.

But the political significance of the proposal was that it would effectively limit the amount of intercontinental broadcasting the United States could do. According to the Russian proposal the HF spectrum would be almost completely exhausted by domestic, regional and colonial broadcasting.

'TIME MARCHES ON!' . . . RADIO

Latest Film Issue Mildly Reprimands Industry; Calls FCC 'Lax'

By IRV MARDER

THE MOST recent convert to the great American pastime of criticizing radio is the *March of Time* which climbed aboard the "pan"-wagon with a film short titled *Is Everybody Listening?* previewed in New York last week.

But *Time* must be mellowing, for its sallies are not so lacerating as of old and the essence of its message appears to be merely that there is considerable room for improvement in radio, but the child is young and promising. The *March of Time's* message is delivered in a manner that is always entertaining, if never very revelatory.

There are flashes of radio researchists C. E. Hooper, A. C. Nielsen, et al, at work; behind-the-scenes action with Jack Benny, Bob Hope, Fred Allen, Edgar Bergen, Fibber McGee and Molly and Walter Winchell.

Time bows deeply in the direction of such serious-minded shows as *American Town Meeting, The Eagle's Brood,* and the recent coverage of the unsealing of the Lincoln papers. Daytime serials are spanked by the simple device of tuning in on one. Inventor Lee De Forest appears to ask again querulously, "What have they done to my child?" *The New York Herald-Tribune's* John Crosby observes severely that in no other art but radio are the violent extremes of good and bad so closely intermingled. But, he adds, radio is only 27 years old, so perhaps hasn't done too badly.

The editors of *Time* and *Life* seem to agree with this appraisal, after making a few stentorian points such as: "Of all the people of the world . . . Americans stand most in fear of a moment of silence." Radio is overcommercialized; the FCC is lax; the American radio listener spends three dollars —for receivers, repairs and electric current—for every two dollars radio sponsors spend.

TBA Board Meets

TELEVISION Broadcasters Assn. board of directors will meet today (Aug. 25) with FCC proposal for removal of TV channel 1 the major topic on the agenda. Board will consider recommendations unanimously agreed on by TBA engineering committee meeting last Thursday, with all major interests represented.

Drug Firm Denies It Misled Public

Sterling Counsel Calls Charges On Advertising Unfounded

RESPONDING to a complaint filed last year by the Federal Trade Commission, counsel for Sterling Drugs Inc. denied charges that advertising claims made by Phillips Milk of Magnesia and Bayer Aspirin, both subsidiaries of the drug company, were "false and misleading" as charged by the commission. Hearing was held last week in Chicago.

The commission's charges involving Sterling Drugs, one of the nation's top users of network time, were that copy for Bayer Aspirin advertised the selling price as "now 15 cents" whereas in fact that price had been in effect for several years, and that in the case of Phillips Milk of Magnesia Cosmetics Cream the claim was made that it had "therapeutic qualities."

Andrew Graham, attorney for Sterling Drugs, denied both charges and said the company had lived up to a consent order orginally agreed to June 4, 1944. At that time Sterling ceased saying the *American Album of Familiar Music* was "presented by the druggists of America" and has since said "dedicated to the druggists of America," Mr. Graham told Trial Examiner Webster Ballinger.

Mr. Graham also said the company has ceased using the term "now 15 cents" in listing the price of Bayer Aspirin and criticized the commission for pressing a charge that had long since been dropped by the respondent at the instigation of the commission itself.

The hearing will be resumed in the near future in New York at which time Mr. Graham indicated he would call "several" members of Sterling's advertising agency, Dancer-Fitzgerald-Sample, Inc. as witnesses.

Class B FM Conditionals Assigned

Proposed Channel List Is Announced By FCC

PROPOSED frequency assignments for Class B FM stations holding conditional grants as of Aug. 18 were announced by FCC last Thursday, pursuant to channel allocations changes ordered June 12 [BROADCASTING, June 16].

Henceforth, FCC revealed, all FM conditional grants will specify frequency assignments at time of issuance.

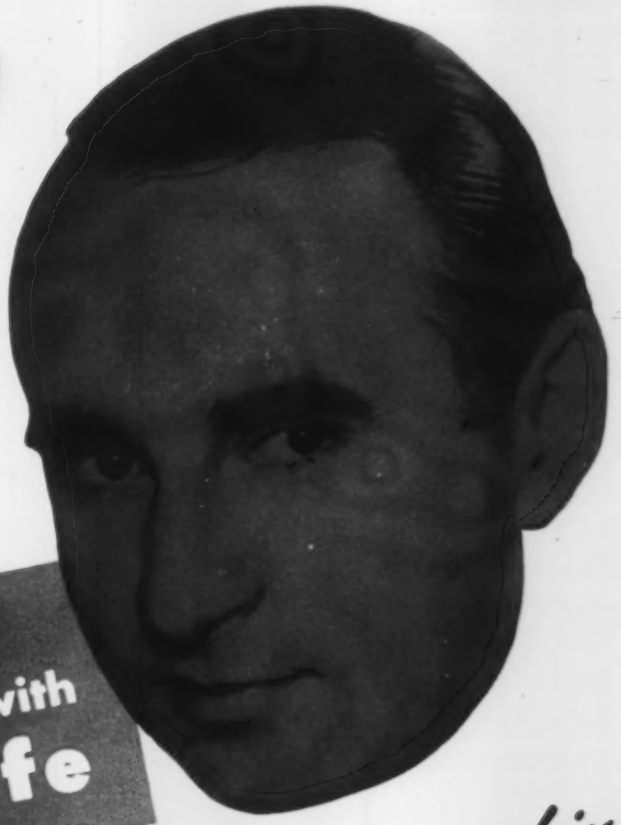
The following list shows FM call letters if assigned. The stations' AM affiliations, if any, are indicated in parentheses unless obvious from the FM calls. Operation before March 1, 1948, on assignments marked by asterisks will be contingent on clearance of image frequency interferences in present aeronautical navigational aid receivers.

Location	Call	Grantee	Mc.
ALABAMA			
Tuscaloosa	(WJRD)	James R. Doss Jr.	101.3
ARIZONA			
Tucson	(KTSC)	Sun Country Bg. Co.	99.5
CALIFORNIA			
Fresno	(KMJ)	McClatchy Bg. Co.	97.9
Fresno	KSEQ	Tulare-Kings Counties Radio	99.5
Fresno	------	Pacific Bg. Co.	95.5
Los Angeles	KRKD-FM	Radio Bdcstrs.	96.3
Modesto	(KTRB)	KTRB Bg. Co.	104.1
Modesto	KBEE	McClatchy Bg. Co.	103.3
Oakland	(KROW)	KROW Inc.	*95.7
Sacramento	KFBK-FM	McClatchy Bg. Co.	96.9
San Diego	KFMB-FM	Jack Gross Bg. Co.	101.5
San Francisco	KRON	Chronicle Pub. Co.	96.5
San Mateo	KSMO-FM	Amphlett Printing Co,	93.3
Santa Cruz	(AM grantee)	Monterey Bay Bg. Co.	107.7
Santa Rosa	(KSRO)	Ruth W. Finley	102.5
COLORADO			
Denver	KLZ-FM	KLZ Bg. Co.	94.1
Denver	(KOA)	NBC	95.7
Pueblo	(AM grantee)	Rocky Mountain Bg. Co.	98.1
CONNECTICUT			
Waterbury	(WWCO)	Mattatuck Bg. Co.	105.3
DISTRICT OF COLUMBIA			
Washington	(WTOP)	CBS	105.1
FLORIDA			
Daytona Beach	(WMFJ)	W. Wright Esch	97.5
Miami Beach	------	Mercantile Bg. Co.	93.9
Orlando	(WDBO)	Orlando Bg. Co.	92.3
Tampa	WDAE-FM	Tampa Times Co.	105.7
GEORGIA			
La Grange	(WLAG)	La Grange Bg. Co.	104.1
Newnan	(AM grantee)	Newnan Bg. Co.	92.3
Rome	(WLAQ)	News Pub. Co.	107.3
Savannah	(WDAR)	A. C. Neff	*96.5
IDAHO			
Boise	(KDSH)	Queen City Bg. Co.	98.1
Idaho Falls	(KID)	Idaho Radio Corp.	103.3
ILLINOIS			
Alton	(WOKZ)	Illinois-Alton Bg. Co.	99.9
Springfield	------	Radio Springfield	104.5
INDIANA			
Crawfordsville	------	Journal Review	102.9
Evansville	(WIKY)	S. Central Bg. Corp.	104.1
Marion	------	Chronicle Pub. Co.	106.0
Wabash	------	Syndicate Theatres	97.5
IOWA			
Atlantic	------	Continental Bg. Co.	106.5
Clinton	(KROS)	Clinton Bg. Co.	96.1
Council Bluffs	------	Nonpareil Bg. Co.	107.9
Des Moines	(KCBC)	Capital City Bg. Co.	94.1
Fort Dodge	(KVFD)	Northwest Bg. Co.	102.7
Keokuk	(AM grantee)	Keokuk Bg. Co.	102.7
Shenandoah	(KFNF)	KFNF Inc.	103.3
Waterloo	(KXEL)	Josh Higgins Bg. Co.	105.7
KANSAS			
Hutchinson	KWBW-FM	Nations Center Bg. Co.	93.1
McPherson	------	McPherson Bg. Co.	103.3
Topeka	(WREN)	WREN Bg. Co.	94.1
KENTUCKY			
Henderson	WSON-FM	Henderson Bg. Co.	99.5
Hopkinsville	WHOP-FM	Hopkinsville Bg. Co.	98.7
Lexington	(WKLX)	Fayette Bg. Co.	92.9
LOUISIANA			
Baton Rouge	------	Modern Bg. Co.	104.3
Lafayette	(KVOL)	Evangeline Bg. Co.	96.1
Monroe	KMLB-FM	Liners Bg. Station	104.1
Shreveport	(KWKH)	International Bg. Corp	*94.3
Shreveport	KRMD-FM	Station KRMD	101.1
MAINE			
Lewiston	(AM grantee)	Lewiston-Auburn Bg. Corp.	102.9
MARYLAND			
Cumberland	(WTBO)	Cumberland Bg. Co.	106.9
MASSACHUSETTS			
Worcester	------	Worcester Bg. Co.	95.1
MICHIGAN			
Dearborn	(WKMH)	Suburban Bcstrs.	100.3
Detroit	------	Wolverine State Bg. Service	105.9
Detroit	------	Lincoln Bg. Co.	94.7
Detroit	WTTL	Telair Co.	99.5
Detroit	(WXYZ)	King-Trendle Bg. Corp.	101.1
Detroit	------	Woodward Bg. Co.	107.5
Escanaba	------	John P. Norton	94.7
Flint	(KFDF)	Flint Bg. Co.	95.1
Grand Rapids	WJEF	Fetzer Bg. Corp.	93.7
MINNESOTA			
Minneapolis	------	Bethesda Free Church	98.3
St. Paul	------	Elmer A. Benson	100.3
MISSISSIPPI			
Clarksdale	(WROX)	Birney Imes Sr.	99.1
Gulfport	(WGCM)	WGCM Bg. Co.	101.5
Meridian	(WMOX)	Birney Imes Jr.	98.3
MISSOURI			
Clayton	KFUO-FM	Evan. Lutheran Synod	104.1
Kansas City	(KCKN)	KCKN Bg. Co.	106.7
NEBRASKA			
Omaha	(KOIL)	Central States Bg. Co.	104.1

(Continued on page 83)

CBS STARS ARE ALWAYS SHINING OVER *Eastern Iowa* VIA WMT

"Double or Nothing"*

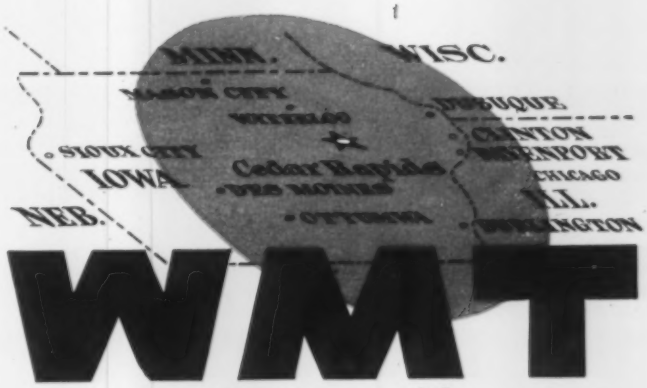


WMT features America's Great Quiz Show with Walter O'Keefe

*You get double coverage, too, on WMT... reaching Eastern Iowa's Twin Farm and Industrial Markets!

Much to the surprise of everybody (except those smart WMT sponsors) is the 50-50 balance between agriculture and industry in Iowa. WMT delivers this great Twin Market balanced for permanent selling action. This is the station that covers the largest primary area* in the state at the lowest rate per radio family. This is WMT—5000 watts at 600 kc. (the best frequency in Iowa). Get all the facts and get on WMT. Contact your Katz Agency man at once.

***1,131,782 persons within our 2.5 MV line—greater than any other Iowa station.**



WMT

Cedar Rapids

BASIC COLUMBIA NETWORK

600 KILOCYCLES 5000 WATTS DAY AND NIGHT

MEMBER MID-STATES GROUP

Now in our **25th** year . . . The Station Built by Loyal Listenership!

RECORD SHOW WILL GO ON 300 KBS STATIONS

M. H. SILLERMAN, president of the Keystone Broadcasting System, announced last week that Rush Hughes, KXOK St. Louis record m.c., will be heard transcribed on 300 KBS subscriber stations starting in September.

Mr. Hughes' transcribed program currently is heard over 72 stations in the midwest and southwest. To be called *The Song and Dance Parade*, the Rush Hughes show, according to Mr. Sillerman, will feature interviews with leading radio, stage, and screen performers as well as record selections with comment by Mr. Hughes.

Although the program is to debut as a sustaining feature, it will be offered to prospective sponsors at a total cost of 2.65 per station per show. Participation on all 300 stations may be bought or any number not fewer than 50.

IRE 1948 Nominee Slate Is Announced; B. E. Shakelford Named for President

NOMINATIONS for officers and directors for 1948 were announced by the Institute of Radio Engineers last week. Election will be conducted by mail ballot and returns will be final Oct. 24.

Nominees include B. E. Shakelford, manager of the license department of RCA International Division, New York, president, and R. L. Smith-Rose, superintendent of the radio division of National Physical Laboratory, Teddington, England, vice president. Two directors-at-large will be elected for the 1948-1950 period from the following nominees: B. deF. Bayly, consulting engineer at the U. of Toronto; A. B. Chamberlain, chief engineer of CBS, New York; J. E. Shepherd, research engineer, Sperry Gyroscope Co., Great Neck, L. I., N. Y.; J. E. Stratton, professor of physics and director of the research laboratory on electronics, Massachusetts Institute of Technology.

One regional director will be elected for each region from the following nominees for 1948:

North Central Atlantic region—J. V. L. Hogan, president of Faximile Inc., New York; F. A. Polkinghorn, a member of the technical staff of Bell Telephone Laboratories, New York; H. P. Westman, associate editor of "Electrical Communication," International Telephone and Telegraph Corp., New York; East Central region—W. A. Dickinson, section head, Cathode-ray tube design, Sylvania Products, Emporium, Pa.; P. L. Hoover, professor of electrical engineering, Case School of Applied Science, Cleveland; J. A. Hutcheson, associate director of research, Westinghouse Electric Corp., East Pittsburgh, Pa.; Southern region—Ben Akerman, chief engineer, WGST Atlanta; A. E. Cullum Jr., consulting radio engineer, Dallas; Canadian region—F. S. Howes, associate professor of electrical engineering, McGill U., Montreal; F. H. R. Pounsett, chief engineer of Stromberg Carlson Ltd., Toronto.

In addition, one regional director will be elected for each region from the following nominees for 1948 and 1949: North Atlantic region—L. E. Packard, treasurer of Technology Instrument Corp., Waltham, Mass.; H. J. Reich, professor of electrical engineering at Dunham Laboratory, Yale U.; Central Atlantic region—J. B. Coleman, assistant director of engineering, RCA Victor Division, RCA, Camden, N. J.; Central region — T. A. Hunter, president of Hunter Mfg. Co., Iowa City, Iowa; W. O. Swinyard, chief engineer, Hazeltine Research, Chicago; Pacific region—F. E. Terman, dean of the school of engineering, Stanford U.

Who's Quizzing

THE LAW of averages a fortnight ago caught up with the *Quiz of Two Cities* heard on WFBR Baltimore and WOL Washington. When Lulu L. Oldham, of Washington, was picked as a contestant from a studio audience of 300, she noticed that the questions she was asked had a familiar ring. Turned out they were questions she had submitted to the program several weeks before. Program is sponsored by Gunther's Premier Dry Beer, Baltimore, through Booth, Vickery & Schwinn, Baltimore and New York.

DOG GONE!

Little Miss Whitley of Fremont, North Carolina was sick with grief. She had lost her dog, an English Setter named "Dolly." Her father telephoned for help. Six minutes later a lost-dog announcement was aired to WPTF's 457,840 BMB day time audience. Dolly was back home next morning before breakfast! A listener who had found a dog heard the announcement and like a typical WPTF listener he acted quickly.

MORE PROOF, dog-gone it, that WPTF is the Number One Salesman In North Carolina, The South's Number One State.

WPTF 680 KC 50,000 WATTS NBC AFFILIATE
Raleigh, North Carolina
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Four Program Renewals Are Announced by CBS

CBS last week announced four 52-week network program renewals.

Cream of Wheat Corp., Minneapolis, effective Sept. 20 renews *Let's Pretend* heard Sat., 11:05-11:30 a.m. Agency, BBDO, Minneapolis.

Hall Bros. Inc., Kansas City, Mo., effective Sept. 11 renews *Readers Digest Radio Edition* Thurs., 10-10:30 p.m. Agency, Foote, Cone & Belding, Chicago.

Effective July 5 Borden Co., New York, renewed *County Fair* Sat., 1:30-2 p.m. Agency, Kenyon & Eckhardt, New York.

Bowey's Inc., Chicago (Dari-Rich Products), effective Sept. 20 renews *Stars Over Hollywood* Sat., 12:30-1 p.m. Agency, Sorensen & Co., Chicago.

New School Offers

15-WEEK COURSE in international broadcasting is offered by the New School for Social Research, New York, during the new academic year starting Sept. 29. The instructor will be Arno Huth, radio writer and lecturer. Guest speakers are scheduled from CBS, NBC, the UN and State Dept. A five-weeks course in publicity and public relations in radio is scheduled by the New School for the term beginning Dec. 19.

WVOS to Begin

WVOS Liberty, N. Y., begins operations Aug. 30, according to Bernard K. Johnpohl, station licensee. WVOS has been authorized 250 w fulltime on 1240 kc. Acting general manager is Arthur Cooper, formerly of WWSC Glens Falls, N. Y.

NOW!

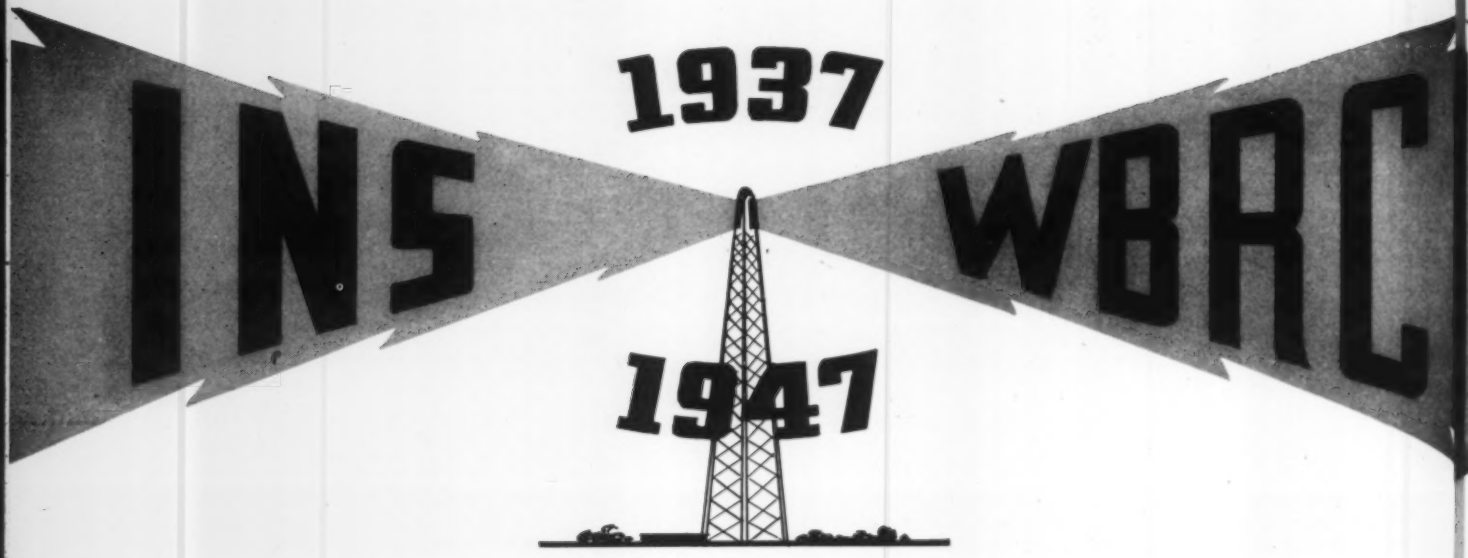
50,000 WATTS

CHICAGO'S *most powerful* INDEPENDENT STATION

THE NEW

WJJD

A MARSHALL FIELD STATION REPRESENTED NATIONALLY BY AVERY-KNODEL



First in Birmingham Since 1925

★ WBRC was the first radio station established in Birmingham, and during those 22 years the habitual audience has steadily grown.

★ WBRC covers Alabama where shipbuilding, lumber, cotton textiles cast iron pipe, coal, steel, iron and farming contribute to ever-growing market. Southern farm income last year $6,490,634,000.

★ WBRC was first radio station in the Deep South to subscribe to full day and night news wire service--INS.

★ Birmingham, the home of WBRC, had a record business year in 1946. Business generated locally during the 12 months reached an all-time high of $2,960,000,000. This was increase of 179% over 1939.

★ In a recent national survey WBRC was found to deliver the second highest audience in the country for an NBC evening show. WBRC's audience was 33.1, and the national average was 22.4.

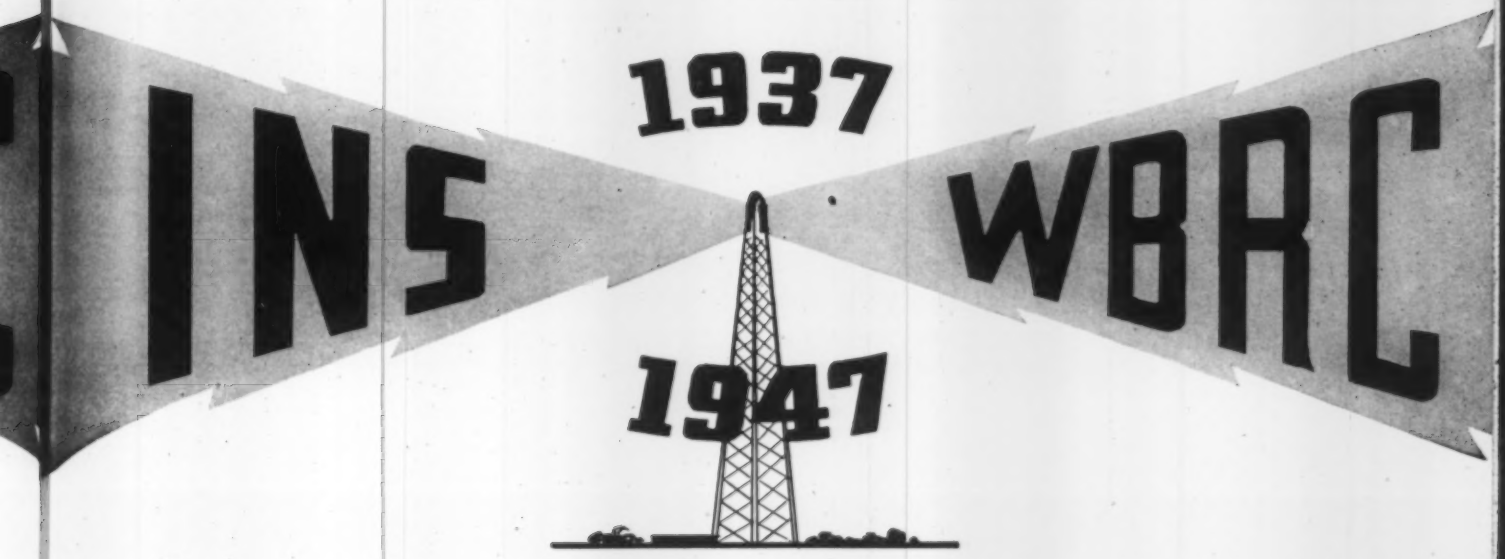
NBC AFFILIATE

WBRC

BIRMINGHAM, ALA.

5000 WATTS DAY AND NIGHT

PAUL H. RAYMER CO., National Representative



A Salute to WBRC— of Birmingham, Alabama

★ Ten years ago, today—on August 25, 1937—WBRC of Birmingham, Ala., contracted with International News Service for its round-the-clock news coverage on a 24-hour basis. Thus, WBRC became the first radio station in the deep South to give its listeners the benefit of full day and night news coverage over the regular leased wire circuits of one of America's major news services.

Such enterprise has marked the history of WBRC ever since it was organized in the 1920's as Birmingham's first radio station.

INS is proud of this ten-year anniversary of service to WBRC. It gives us great pleasure to pay tribute to the foresight and courage with which this great radio station has pioneered in news broadcasting and has consistently maintained its position of leadership through the years.

We salute WBRC's enterprise and progress and look forward to many more decades of pleasant association with this veteran member of the INS family of *satisfied* radio clients.

INTERNATIONAL NEWS SERVICE

THERE'S ACTION
at Warner Bros.
K F W B

YES, there is
action at KFWB
and

It is with pride we announce the appointment of THOMAS FREEBAIRN SMITH as our new Production Manager and Program Director. Who in radio doesn't know of Thomas Freebairn Smith? For years the producer of Edward G. Robinson's "BIG TOWN," the BOB BURNS "SHOW," "CEILING UNLIMITED" etc. No need to go further. Well, Tommie is now Production Bass at KFWB.

And our new Assistant Manager BILL RAY. The name of Bill Ray and radio itself is almost synomous in Hollywood. Few in radio have more ideas and are more capable of promotional radio than our own **BILL RAY.**

Disk Jockeys . . . The entire nation is now talking and listening to Disk Jockeys and NO OTHER STATION in the entire country can boast of a galaxy of disk jockeys such as we have on KFWB . . . MARTIN BLOCK (tops of them all) BILL ANSON . . . FRANK BULL . . . MAURICE HART . . . LOU MARCELL, GENE NORMAN and PETER POTTER . . What a combination!

Special Features . . . too many to mention . . . but, the talk of the town is our "PREVIEW THEATRE OF THE AIR." No idea has caught on as has this feature. Ideas . . . Talent . . . Novelty Radio . . . now made available to you, the listener and to you the prospective sponsor! Tune in every Friday at 9 P.M. . . . It's always new!

So, for **MUSIC,** for **ENTERTAINMENT,** for **SPECIAL EVENTS** in the interest of Public Service . . . it's

K F W B WARNER BROS.

980 on your dial

And for SPORTS too! . . . the full home and road schedule of the Dons Football games . . . with DICK FISHELL!

CANADIAN EXHIBITION TO DEMONSTRATE VIDEO

CANADIANS will see first modern television shows at the Canadian National Exhibition at Toronto, Aug. 22-Sept. 6, where RCA is installing a modern television studio and mobile equipment to televise events at the exhibition.

The studio programs of Toronto radio stations, mostly commentators since AFM ruled that no music is to be telecast, will be from specially designed studio in the Governments' Bldg., where there will also be a viewing screen to see these programs and those picked up by the RCA mobile unit telecasting sports events, crowd scenes, international ceremonies and other events. RCA is sending its own program director, J. A. Jenkins of Camden, N. J., and its own engineers, to handle the shows.

The radio committee of the Canadian National Exhibition is headed by Jules Brazil of CNE, Jack Dunlop of CBC, Wes McKnight of CFRB, Don Insley of CKEY and Jack Thompson of CHUM. Aside from the television receiver at the studio, there will be no other receivers on public view to pick up the telecasts at the exhibition.

WHRV Planning to Start Oct. 1 as ABC Affiliate

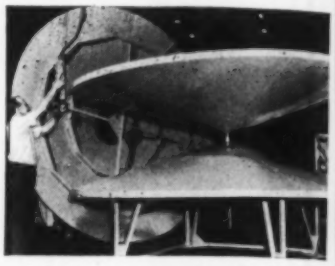
WHRV is planning to start at Ann Arbor, Mich., about Oct. 1 as a 1-kw fulltime outlet with ABC affiliation. James F. Hopkins, president of the WHRV permittee, Huron Valley Broadcasters Inc., has been devoting full time to the new outlet since he and his partner, Richard Connell, sold WJBK Detroit to the Fort Industry Co. [BROADCASTING, Feb. 3, June 23].

Work on a new one-story block-and-brick building which will house WHRV is nearing completion, according to Mr. Hopkins. Building is on Packard Rd. between Ann Arbor and Ypsilanti. Mr. Hopkins reports that the antenna system is finished, the transmitter is installed and the studio and offices are receiving interior trim.

Radio's Day

RADIO had its day at Sportsman's Park, St. Louis on Aug. 12 as WTMV East St. Louis, Ill., WEW St. Louis and Griesedieck Bros., sponsors of the baseball broadcasts, staged a "Radio Appreciation Day" ceremony. Before the game, girls paraded on the field with placards representing the 23 AM and 4 FM stations which broadcast the St. Louis games as a network under Griesedieck Bros. sponsorship. Cardinal President Sam Breadon and commentator Gabby Street also spoke as part of the ceremony.

'CHICKEN BROODER'
New WMAL Television Device Built to Extend Coverage



Crane operator assembles the "chicken brooder" for shipment to the new WMAL-TV.

* * *

WMAL WASHINGTON has a huge new "chicken brooder," but it isn't even remotely concerned with chickens or brooding. Actually, the aluminum monstrosity is one of the world's largest television antennas, designed to increase local television program coverage.

The antenna, which will be employed to receive television signals from mobile or remote pick-up equipment on the spot, was designed by General Electric and WMAL engineers and then built by GE at the request of the station. It reportedly picks up signals equally well from all directions without being "aimed" at the mobile unit and is said to be 16 times as sensitive as a simple vertical antenna.

The "chicken brooder" will be housed 220 feet above the ground in a new 320-ft. high tower soon to be erected on the campus of American U. in Washington. Atop the new tower will be WMAL'S television and FM transmitting antennas.

The new antenna, resembling a chick-hatching device when fully assembled, is constructed with three aluminum sections. Each section is conical in shape, 10 feet in diameter and weighs about 100 pounds. The fact that it has no sides enables it to receive signals from any direction.

American Shows Continue To Top Canadian Survey

AMERICAN NETWORK shows continue to take top place in Canadian listener preference, according to July national program ratings of Elliott-Haynes Ltd., Toronto. First 10 evening shows were *Fred Waring* 21.7 rating, *Alec Templeton* 21.0, *Meet Corliss Archer* 15.3, *Album of Familiar Music* 13.5, *Tony Martin Show* 12.6, *Waltz Time* 12.1, *Music Hall* 11.8, *Treasure Trail* 11.7 (Canadian origination), *Silver Theatre* 11.6, and *Take It Or Leave It* 11.4.

Five leading English daytime programs for July were *Ma Perkins* 12.9, *Big Sister* 11.6, *Life Can Be Beautiful* 11.1, *Lucy Linton* 11.0, and *Pepper Young's Family* 10.8.

Bewley's Chuck Wagon Gang

TOPS IN NOON DAY STOPS FOR 15 YEARS

"Bewley's Chuck Wagon Gang",* a program three-fifths as old as the radio industry, has been a favorite with Texans since 1932.

The last nine years of this time has been spent on WBAP—570 (formerly KGKO) and the Lone Star Chain six days a week.

We'll let Mr. W. P. Bomar, President of the Great Bewley Mills, Fort Worth, tell you why:

"Bewley Mills has been a consistent user of WBAP—570 and the Lone Star Chain because its coverage and its audience are ideal for the sales objectives of our organization."

Perhaps your product isn't flour. But, just as Mr. Bomar, if it's (1) coverage (2) audience and (3) lasting production you want, you'll certainly want WBAP—570.

**Placed with WBAP—570 by Glenn Advertising Inc., Fort Worth-Dallas*

ABC
570 Kc
5,000 watts

NBC
820 Kc
50,000 watts

WBAP

THE STAR-TELEGRAM STATION

SINCE 1922

Lone Star Chain

Texas Quality Network

FORT WORTH 2, TEXAS

Amon Carter, Pres. • Harold Hough, Dir. • George Cranston, Mgr. • Keith Baldwin, Natl. Sales Rep.

FREE & PETERS, INC. *National Representatives*

Fort Worth: Star-Telegram Bldg. 3-1234
Detroit: 3463 Penobscot Bldg. Cadillac 4255
San Francisco: 58 Sutter Sutter 4353
Atlanta: 322 Palmer Bldg. Main 5667
New York: 444 Madison Ave. Plaza 5-4130
Chicago: 180 N. Michigan Franklin 6373
Hollywood: 6331 Hollywood Hollywood 2151

GOT
ANY
MARKET DATA
ON
BEEFHIDE (Ky.)?

We don't want to get under anybody's skin, but what sort of a market do you guess Beefhide (Ky.) really is? Or even the equivalent of a hundred Beefhides, with a lot of others like Grab, Stump and Bromo all thrown in?

When you buy WAVE, you pay a relatively low rate and you get the NBC audience in the Louisville Trading Area—an area which *buys* more goods and *sells* more goods than all the rest of Kentucky combined—an area in which is concentrated most of *your* entire State business (unless you happen to sell a straight farm product).

Sure enough, Pal—if you can earn any baby-shoes in Beefhide, we'll *eat* 'em for you!

LOUISVILLE'S
WAVE

5000 WATTS . 970 KC
NBC AFFILIATE
NATIONAL REPRESENTATIVES
FREE & PETERS, INC.

Revocation of FCC Mayflower Ruling Urged by Rex Howell at Denver Clinic

RENEWED plea for revision of the FCC's Mayflower Decision prohibiting radio editorializing was voiced at the U. of Denver Small Market Radio Clinic by Rex Howell, owner-manager of KFXJ Grand Junction, Colo.

Mr. Howell told broadcasters and radio students at the clinic that the small market station cannot assume a position of leadership in community affairs if its management is denied the right of free speech guaranteed by the Constitution.

"The Mayflower Decision as it stands," he declared, "tends to place the Commission in the position of prohibiting the broadcaster from operating in the public interest at the same time it demands that he do so. The broadcaster must be able to take the initiative in supporting civic activities and projects for community betterment. The Mayflower Decision denies that right, however, for in unmistakable language it says, 'the broadcaster cannot be an advocate.'"

Mr. Howell spoke at the Denver U. clinic as director of a five-day session on "Use of Community Resources by Radio." He has campaigned actively for revision of the Mayflower Decision since it was handed down in 1941. In January of this year he drafted and introduced a resolution at the 14th District NAB meeting in Salt Lake City calling for revision of the Mayflower dictum. The resolution was adopted unanimously.

Lee Hart, NAB Assistant Director of Broadcast Advertising; Herb Hollister, owner of KBOL Boulder, Colo.; and Judith C. Waller, public service director, NBC Central Division, addressed the clinic.

Final week (Aug. 18-22) was centered around the topic, "Radio Programming Problems," under direction of Allen Miller, director, Rocky Mountain Radio Council.

FM-CONSCIOUS

83.7% of Rome Population Knows of Medium

WHEN IN ROME you're conscious of FM, according to a public opinion poll taken by the Rome (N. Y.) *Daily Sentinel*. The paper is affiliated with WRUN and WRUN-FM Utica-Rome.

Of those questioned 83.7% had heard of FM; 16.3% had not. Percentage of men knowing of FM was 84.7%; women 82.8%. The *Sentinel* takes periodic surveys, scientifically weighed as to residence in the city, age, sex and economic status. Surveys are based on a 1% sample.

The paper has been promoting FM since September 1946, and has had WRUN-FM on the air since December 1946. Station is now moving into permanent quarters. There are an estimated 400 sets in Rome.

Poll also showed these types of program preferences in the city, in order chosen: News, comedy, popular sweet music, light concert music, drama, sports, commentators, quiz programs, swing music, religious. According to the survey, overall radio listening in Rome per day is 3.3 hours for men, 5 hours for women.

NARBA Signatories Told Of Mexico Radio Changes

SEVERAL CHANGES and proposed changes in Mexican radio assignments have been reported to signatories of the North American Regional Broadcasting Agreement (NARBA). They include:

1240 kc—New station assigned at Oaxaca, Oax., for 250-w fulltime operation. To start about Dec. 15.

1270 kc—XEAZ Ensenada, B. C. (change in location from Tijuana, B. C.)

1340 kc—XEOX Ciudad Obregon, Sonora, assigned 1 kw day and 250 w night (modification of earlier report).

1360 kc—XEBI Aguascallentes, Ags., assigned 1 kw day and 250 w night.

1460 kc—New station assigned at San Luis Potosi, S.L.P., for 250-w fulltime operation. To start about Dec. 15.

1590 kc—XENS Nogales, Sonora (assignment of call letters).

New BMB Subscribers

BMB last week announced that 54 more stations had subscribed under the new 15-point program, bringing the total of new subscriptions to 88.

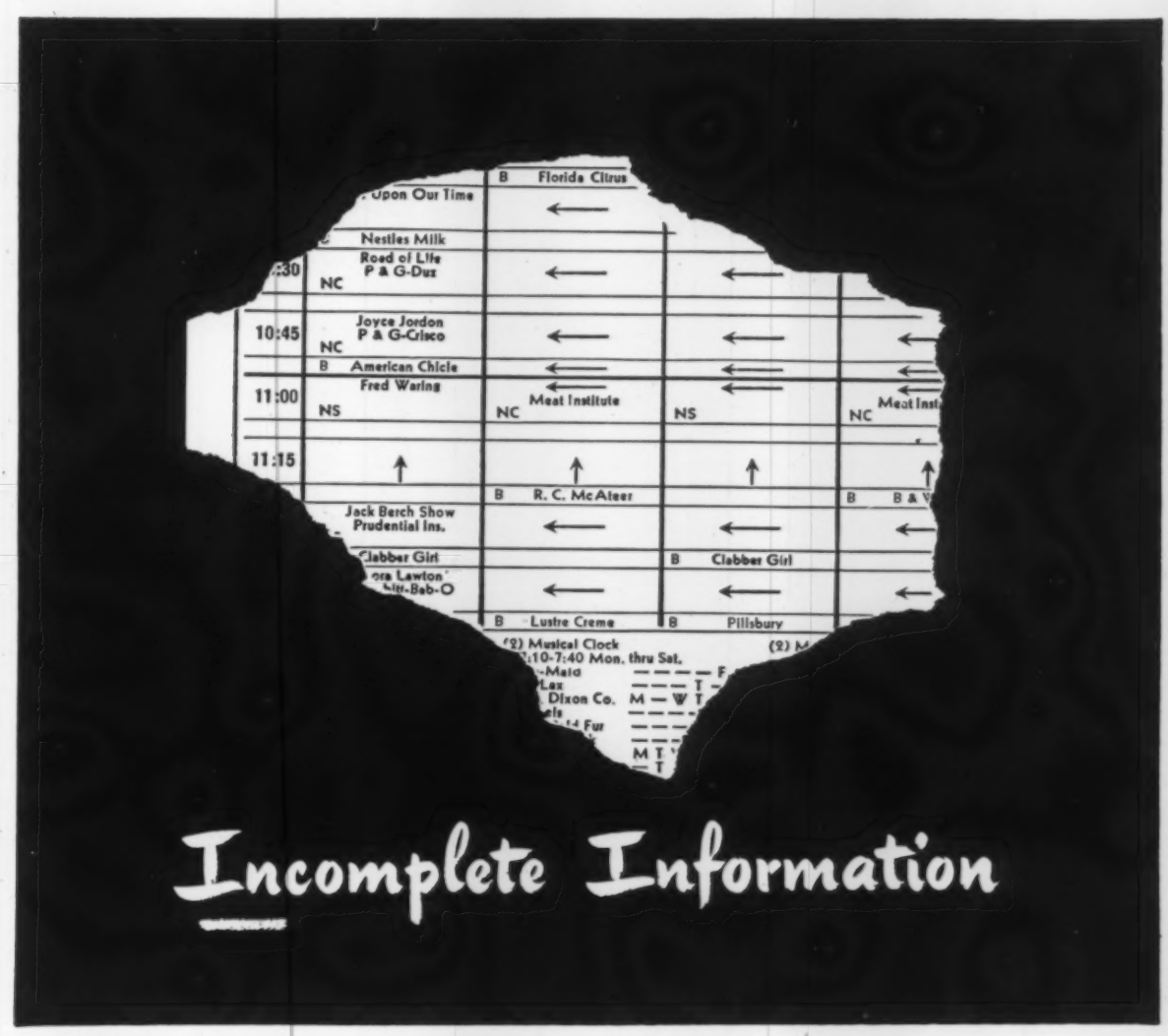
Subscribers not previously announced were: KUOA KICO KWSD KFXJ KGHF WIOD WDAK WMLT WMAZ WRGA WTOC WCNT WGN WMBD WCVS WDZ WIBC WOC WHO WCMI KFH WLAW WTAG WJEF WKZO KDAL KFRU KCMO KXOK KRJF WJAG WOW WBAB WGVA WWNC WCKB WILX WAIR KSJB KGCU WHIO WFMJ WIP WCSC WDSC WJZM WKPT WBIR KFDM KXYZ KONO KXRO KHQ KUJ.

Move Contest Deadline

OCT. 15, 1947 is the new deadline for submitting entries to the All-American Scripts Contest sponsored by Radio Writers Laboratory of Lancaster, Pa. [BROADCASTING, July 21], it was announced last week by Richard B. Gehman, contest director. Deadline was extended from Aug. 15, said Mr. Gehman, because of numerous requests from college instructors who wish their students to enter. Contest is open to college students in radio and employes of radio stations.

Train Telephones

FIRST radiotelephone service from moving trains has been started on the Pennsylvania's *Congressional Limited* and the Baltimore & Ohio's *Royal Blue*, between Washington, Baltimore, Philadelphia and New York. Calls are carried to and from the train by FM on the 152-162 mc band, which requires only about a 14-inch antenna. The new service makes it possible to call any of the 52,000,000 telephones in the world.



If you're a buyer of spot radio, you're probably an inveterate reader of program schedules. At a glance, you can check a schedule for availabilities.. and for the carry-over value of neighboring shows.

BUT there's one important factor that can't be gauged from a program-schedule: the station's program-*ability*, its capacity to build live shows for local listeners, and to stimulate local purchasing.

Program-production is a specialty with each Westinghouse station. On the staffs of these six influential stations you'll find *two hundred* program specialists at your service. Writers, announcers, technicians, directors.. all with an intimate knowledge of local audiences and local preferences.

Whether you're planning a station-break series or a half-hour musical, these program-builders are ready to go to bat for you in six great market areas, centering in Philadelphia, Pittsburgh, Boston, Springfield, Fort Wayne, and Portland (Oregon). For availabilities, consult our national representatives.

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • WOWO • KEX • KYW • KDKA

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters

WCCP SAVANNAH, Ga., celebrates the second anniversary of V-J Day and the first anniversary of its own existence with the awarding of World War II Victory Medals to nine of its 20 staff members. Originally organized on all-GI basis, the station took the air Aug. 14, exactly one year after the Pacific war came to an end. Shown l to r: Chief H. N. Vickers, USN; Carter C. Peterson, USNR, station president; Robert Mann, USNR, program director; Bill Rudrud, USNR, music director; John Sharpe, AAF, staff engineer; Betty Brown, WAC, accountant; Marvin Tarpley, AAF, staff engineer; William Moats, AAF, chief engineer; H. L. Kramer, USNR; Carson Demmond, AAF, copy writer, and Announcer Bill Hurley, USNR, receiving his medal from Capt. A. G. Lindsay, PRO of the Savannah Military sub-district.

ABC REALIGNS TUESDAY FOR SERIOUS PROGRAMS

ABC has announced that beginning Sept. 2 it will present a series of Tuesday evening programs of a serious nature in contrast with its Wednesday night line-up of comedy and variety programs (*Abbott & Costello*, Jack Paar, Henry Morgan, Bing Crosby). On Sept. 2 *America's Town Meeting* will move from its former Thursday 8:30 p.m. period to Tuesdays, 8:30-9:30 p.m., and the Boston Symphony Orchestra, previously heard on ABC on Thursdays, 9:30-10:30 p.m., will be heard instead on Tuesdays, 9:30-10:30 p.m.

In addition, ABC is scheduling a series of daily news and discussion shows, beginning at 6 p.m. with the *Esso Reporter*. News commentary of Walter Kiernan will follow at 6:05 p.m.; Joe Hasel and his sports summary at 6:30 p.m.; *Headline Edition* at 7 p.m.; Elmer Davis at 7:15 p.m.; the *Christian Science Monitor Views the News* at 8:15 p.m.; another Esso news report at 11 p.m., *News of Tomorrow* at 11:05 p.m., and a midnight roundup of last-minute news developments.

NBC to Change Format Of 'News of the World'

NBC's *News of the World* program, sponsored by Miles Laboratories, will undergo a change in format beginning Sept. 29, it was announced last week by William F. Brooks, the network's vice president in charge of news and international relations.

On and after that date the show will be aired in two separate "editions," the first on all available NBC stations in the Eastern, Central and Mountain time zones Mon.-Fri., and the second on the West Coast network. The West Coast edition will be available for cooperative sponsorship on all stations not included in the Miles contract, Mr. Brooks said. Agency for Miles Laboratories is Wade Adv., Chicago.

AFRA Conclave Decides on '47-'48 Goals And Selects Boston for 1948 Convention

UNUSUALLY LARGE amount of business was transacted at this year's AFRA convention in New York, Aug. 14-17. Conclave was characterized by an official of the union as the most successful yet held. Among more than 40 resolutions approved by the delegates were these:

(1) Radio commentators shall be permitted to voice their opinions on the air freely; a commentator shall not be fired by a station owner for pro-labor activity.

(2) AFRA will join forces with the AFL in striving for repeal of the Taft-Hartley Law and the Lea Act. To implement this it is suggested that the AFL buy time on local stations and networks for pro-labor programs.

(3) Minimum scale shall be paid hereafter to AFRA members appearing on network interview programs. In the case of local shows, policy will be set by local AFRA boards.

(4) AFRA's national board was authorized to coordinate reports on video talent fees to be submitted by the television subcommittees of the AAAA.

(5) Contract negotiations between AFRA and the phonograph record manufacturers are to begin in New York in about a month.

(6) An AFRA expansion program is to be launched on the basis of a study by Frank Reel, assistant executive secretary. A concerted effort will be made to organize stations with no AFRA representation.

(7) The 1948 AFRA convention is to be held in Boston.

Ken Carpenter was re-elected president of AFRA and Clayton Collyer retained his vice presidency for the coming year. New vice presidents include William Gavin, Knox Manning, Margaret Speaks and Ned Wever. Alan Bunce was elected treasurer and Norman Field recording secretary.

WEATHER STIRS STORM

KFEL Answers Charges That It Discouraged Tourists

WHEN KFEL Denver was recently criticized, along with other stations in the city, by the Denver Convention and Visitors Bureau for broadcasting too much weather information (which, the Bureau claimed, tended to discourage tourists), Gene O'Fallon, station manager, set about to right a few wrong impressions.

He sent recordings to Gov. Knous, Mayor Newton and the Bureau outlining the numerous activities and programs which have given the city and state nation-wide publicity. Included in the transcription were enthusiastic remarks by Cedric Foster, MBS commentator, regarding the Red Rocks outdoor theatre, one of Denver's biggest attractions, which greatly impressed Mr. Foster on his visit there in July.

In the end, Mr. O'Fallon convinced the Bureau that (1) reporting weather data is a distinct fulfillment of an obligation to listeners (especially ranchers and farmers) and (2) the station has really done much to encourage tourist business.

KFAB to Get FM Outlet Underway Next Month

KFAB OMAHA - LINCOLN will commence its FM operation sometime next month after arrival and installation of its 3-kw FM transmitter.

The equipment, now on order from Westinghouse, is expected to arrive the latter part of this month. It will be housed on the fourth floor of the Sharp Bldg., which also houses KFAB's Lincoln studios and offices. The antenna will extend from the roof of the building to within 30 feet of the state capitol height, or approximately 400 feet.

WFEA Manchester Sold to Merchants

Bitner Disposes of N. H. Outlet For $170,000

SALE of WFEA Manchester, N. H., to three local merchants by Harry M. Bitner, president and sole stockholder of WFEA Inc., was negotiated last week. Mr. Bitner said the purchase price was $170,000 plus assets of "between $15,000 and $20,000."

Application seeking FCC approval of the transaction will be filed within 10 days.

The station was purchased by Samuel Camann, treasurer of Parisean Inc., Manchester specialty shop, and Morris and Henry R. Silvers, president and treasurer, respectively, of Silver Bros. Inc., wholesalers of foods and beverages. The three are forming a corporation, of which they will be principal stockholders.

The three purchasers announced that the present WFEA staff, except for Melvin C. Green, general manager, would be retained. Mr. Green will be transferred to one of Mr. Bitner's other stations, Mr. Bitner said.

Mr. Bitner now is a principal owner of WEOA Evansville, Ind., and WFBM Indianapolis, and has announced acquisition, pending FCC approval, of WOOD Grand Rapids, Mich., for $850,000 and WFDF Flint, Mich., for $650,000 [BROADCASTING, Aug. 11].

WLOS GETS UNDERWAY AS FULLTIME OUTLET

WLOS became Asheville, N. C.'s, newest voice as it took the air a fortnight ago on 1380 kc with 5 kw daytime and 1 kw nighttime. It is an MBS affiliate.

WLOS-FM, offering programs from 3-9 p.m., will operate in conjunction with WLOS but will have a completely different schedule. The FM outlet will broadcast on 104.3 mc (channel 282) with a power of 8.8 kw.

Charles M. Britt is president of the Skyway Broadcasting Corp., licensee of WLOS. Other executives include Charles B. Britt, vice president and general manager; Palmer Greer, director of engineering, and Bernie Barth, program director.

RMA Group Discusses Ways to Boost Exports

RMA EXPORT COMMITTEE met in Chicago Aug. 19 to discuss suggestions for spurring the export of American radio receivers and components to foreign countries in the face of increasing restrictions.

James E. Burke, new committee chairman, said the purpose of the meeting was to discuss means to "foster export of American radio receivers and components during this period when controls are being increasingly imposed by foreign governments, such as those of India and China."

This is to announce the appointment of
John H. DeWitt, Jr.
as President of
WSM

THIS is the story of a radio station and a man — the story of WSM and John H. DeWitt.

In the fledgling days of radio, young "Jack" DeWitt was the man who helped construct WSM's first 1,000 watt transmitter. Since that time, the station has grown — so has the man.

In the course of his career, Mr. DeWitt became chief engineer of WSM, a post he held until 1942 when he resigned to enter research work for the government. When America entered the war he, with the rank of Lt. Col., continued research which ultimately resulted in his internationally famous feat of contacting the moon via radar.

Today the radio station and the man are reunited.

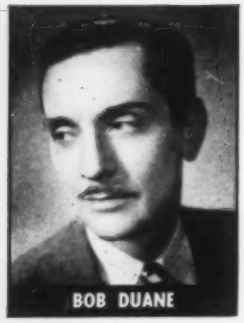
It is with pride that we announce the appointment of John H. DeWitt as president of WSM, Inc.

HARRY STONE, GEN. MGR. • WINSTON S. DUSTIN, COMM. MGR. • EDWARD PETRY & CO., NATL. REPRS.

WSM
NASHVILLE

In Cincinnati

WSAI daytime


BOB DUANE

Cincinnati housewives prefer WSAI for the greater part of the daytime hours, as revealed by a diary study recently completed by Oxford Research Associates of Miami University.

Relating this to ABC affiliation is logical. However, station influence in Cincinnati has a special importance. The hours referred to are from 8:30 AM to 3:30 PM. We stopped at 3:30 because this part of the survey was obsolete, due to the reprogramming of late afternoon with the Paul Whiteman Show. In the twenty-eight quarter hours, ten were locally produced and eighteen were network.

The controlled characteristics of a diary sample can easily cause variations from a random telephone study. In addition, money give-aways on other stations are known to distort telephone findings. A geographical distribution of the diary sample was made which penetrated into all neighborhoods and districts with the exception of the very poorest, where difficulties in keeping a diary form prevented.

SHIRLEY SADLER

JOHN CHESTER SMITH

JEAN SHEPHERD

WSAI

★ STAR-STUDDED WIT

A MARSHALL FIELD STATION • 115 EAST 4th STREET, CINCINNATI 2, OHI

edominance documented

JOE GARRETSON

JON ARTHUR

BRUCE SCOTT

Out of twenty-eight quarter hours between 8:30 AM and 3:30 PM the comparative standing of Cincinnati stations is:

Station	1st	2nd	3rd	% Total
WSAI	14	6	6	92
2nd Station	12	7	1	72
3rd Station	—	9	9	64
4th Station	1	4	10	54
5th Station	1	2	2	18

Study made during week of May 11-17

BURT FARBER

Oxford Research Associates is a project of Miami University in Oxford, Ohio. The activity is headed by Professor Joseph C. Seibert who solicited WSAI for partial backing after having been retained by a large national advertiser and another Cincinnati radio station. Copies of the study are available for examination at your nearest Avery-Knodel office.

ERSONALITIES THAT* SELL *IN CINCINNATI

OHI Represented by AVERY-KNODEL, Inc., American Broadcasting Company

WJBO
BATON ROUGE
COVERS AND DOMINATES
ONE OF THE SOUTH'S GREATEST
Agricultural Markets

WORLD FAMOUS STRAWBERRY LAND

In WJBO's "back-yard" is the colorful, thriving section where this country's most luscious strawberries are grown.

FAST GROWING CATTLE RAISING AND DAIRYING SECTION

Bringing new wealth to Louisiana is a compact, modern dairying and cattle-raising area—always tuned to WJBO.

THE LOUISIANA SUGAR BOWL

The sweet business of the Sugar Bowl area is covered day and night by WJBO's 5000 watts.

HEART OF LOUISIANA'S SWEET POTATO AREA

Louisiana's new golden crop—of golden sweet potatoes—is enriching a large area adjacent to Baton Rouge and WJBO.

OTHER VITAL FACTORS IN THE G-R-E-A-T BATON ROUGE MARKET

(1) Only WJBO brings NBC programs into this section!

(2) PER CAPITA Retail Sales in the Baton Rouge area are the highest in Louisiana—and the 4th highest in the South!

(3) More than 550,000 people live within the area of primary coverage of WJBO.

(4) BATON ROUGE, with 113,000 population, is the heart of Louisiana's most intense concentration of great industries.

NBC AFFILIATE

WJBO

1150 on your dial — 5000 watts day and night

BATON ROUGE, LA.

Also operating WBRL Pioneer FM Station in the Deep South
Affiliated with
THE BATON ROUGE STATE-TIMES AND MORNING ADVOCATE
Represented nationally by George P. Hollingbery Company, Los Angeles & San Francisco, Chicago, New York, Atlanta

Top Radio Leaders Get Posts In Heritage Foundation Group

JUSTIN MILLER, president of the NAB, and Presidents Frank Stanton of CBS, Niles Trammell of NBC, Mark Woods of ABC, and Edgar Kobak of MBS have been named to the Communications Committee of the American Heritage Foundation formed under the aegis of the Advertising Council ". . . to raise the active level of citizenship in the United States."

Radio will have a vital role in helping to achieve the goals of the Foundation during the coming year, according to Thomas D'Arcy Brophy, president of the Foundation and head of Kenyon & Eckhardt, New York, who outlined the American Heritage program in New York last week. Mr. Brophy declared that the program will be "the largest mobilization of mass communication in America's peacetime history" and measured by the wartime yardstick, second in scope only to the bond selling campaigns.

The primary purpose of the program — bringing to the average U. S. citizen a greater awareness of his rights and duties as a citizen—will be achieved through the use of radio, newspapers, magazines, films, outdoor advertising, car cards and posters, coupled with the "Freedom Train," Mr. Brophy said. The train will carry a priceless collection of the nation's most treasured documents — the original Declaration of Independence, Constitution and many others—on a year-long tour of the country. Starting from Philadelphia in September, the "Freedom Train" will visit 306 cities. In each city its arrival will be the climax of a co-ordinated campaign by radio stations, newspapers and civic organizations "selling" the American Heritage idea. All radio time, newspaper space and materials will be donated, Mr. Brophy said.

John C. Cunningham, a partner in the Newell-Emmett Co., New York, is chairman of the Foundation's Creative Committee. Other agencies represented on the committee are Kenyon & Eckhardt, Wm. Esty & Co., BBDO, Walter Weir Inc., Leo Burnett Inc., J. Walter Thompson Co., Foote, Cone & Belding, and McCann-Erickson. Winthrop W. Aldrich is chairman of the Foundation's Board of Trustees; Charles G. Mortimer Jr. is chairman of the Advertising Council.

Catholic Committee

TEMPORARY executive committee to probe the feasibility of a Catholic Broadcasters Assn. was named Aug. 17 at the final session of the Catholic broadcasters conference held at Fordham U., New York. Its members:

Rev. Matthew D. Dubee, St. Genesius Guild, Montreal; Rev. Francis X. Sallaway, Essex County Radio Council, Mass.; Rev. Eugene Murphy, S.J., Sacred Heart Program, St. Louis, Mo.; Mother Margaret, O.S.U. College of New Rochelle, N. Y.; William C. Smith, Radio Director, National Council of Catholic Men; John Hinkle, Public Relations Director, Notre Dame U., South Bend, Ind.; Paul Taggart, Catholic Forum of the Air, Wilmington, Del.; William A. Coleman, Radio Division chairman, Fordham U.

RCA Awards Fellowship To Woll Under New Plan

HARRY J. WOLL, advanced development engineer at RCA's Victor Division, Camden, N. J., is the first employe in his division to be awarded an RCA fellowship under a new graduate plan established by the RCA Board of Directors in January 1947. Purpose is to encourage RCA engineers to obtain advanced degrees and to help in the recruiting of young engineers for research and development.

Under the plan, Mr. Woll will devote the 1947-48 academic year to graduate studies at the U. of Pennsylvania, working toward the Ph.D. degree. During this period he will be on leave of absence from RCA Victor and the fellowship will provide a contribution by RCA of $1800 in addition to approximately $600 for tuition, fees, and other expenses.

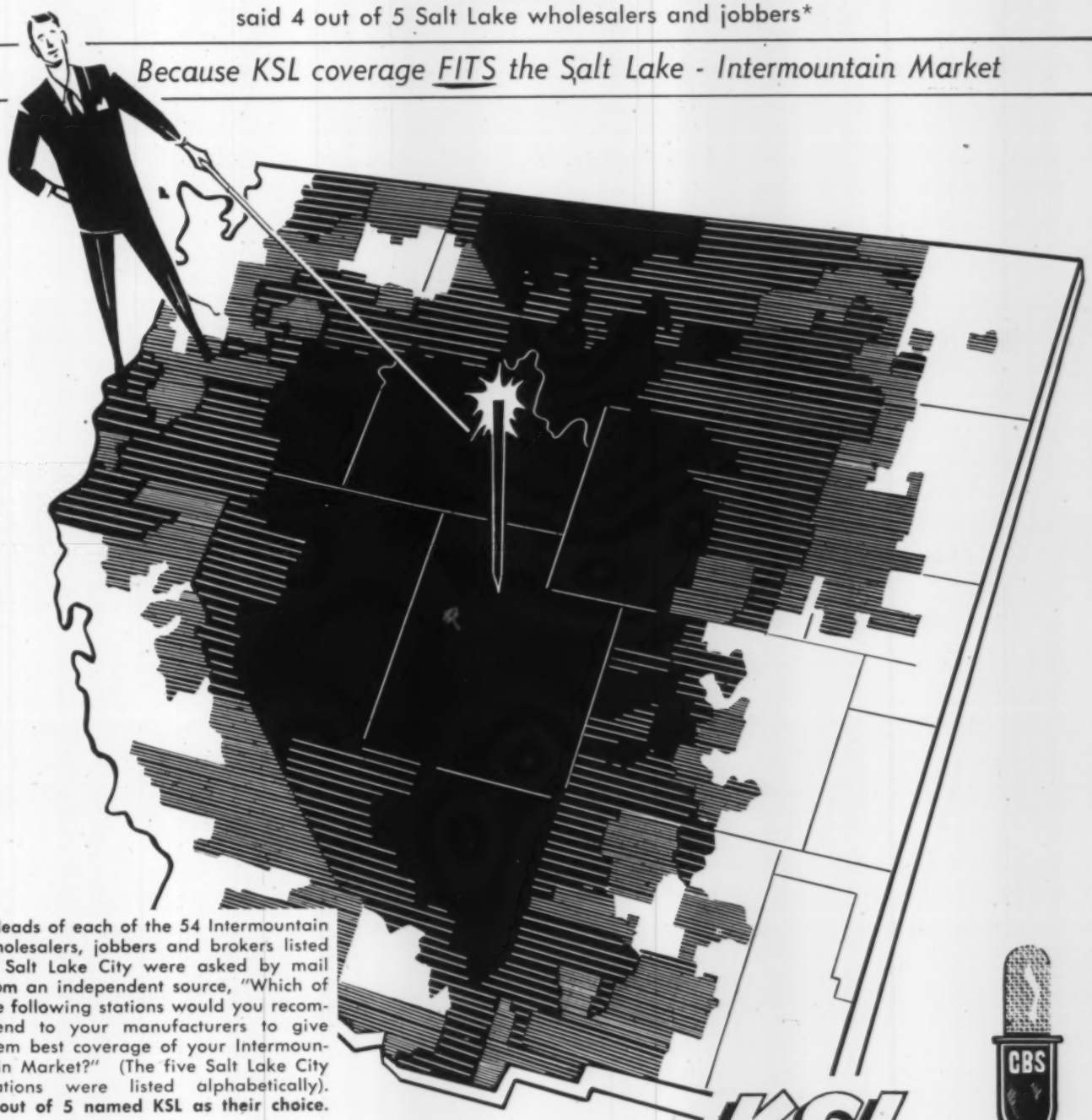
NOT A BANANA JUNGLE—just the site of WSAV Savannah's future transmitting plant on Catland Island between Savannah and the Atlantic Ocean. Chief Engineer Meredith E. Thompson is at helm of the marsh buggy, which is being used to plough 35 miles of bare copper wire into the marsh surrounding the station's three 400-ft. Truscon steel towers. Assisting Mr. Thompson are engineers Byron Strong, Bill Reid and Ed Quarterman. When the new plant is completed in early fall, WSAV will operate with 5 kw on 630 kc.

When asked about radio coverage for their Intermountain Market

"I recommend KSL for the job!"

said 4 out of 5 Salt Lake wholesalers and jobbers*

Because KSL coverage FITS the Salt Lake - Intermountain Market



*Heads of each of the 54 Intermountain wholesalers, jobbers and brokers listed in Salt Lake City were asked by mail from an independent source, "Which of the following stations would you recommend to your manufacturers to give them best coverage of your Intermountain Market?" (The five Salt Lake City stations were listed alphabetically). **4 out of 5 named KSL as their choice.**

BUSINESS MEN concerned with the Intermountain area realize that KSL serves their needs most completely and most economically, that, in fact, KSL is the only single medium reaching every portion of this important western market. When planning your next campaign, see your nearest Petry representative for KSL figures and availabilities.

KSL

CBS

50,000 WATTS • CLEAR CHANNEL
SALT LAKE CITY

Edward Petry & Co., Representatives

in Memphis . . .
most ears are tuned
to WMC most

WMC is first choice in the Memphis market area of 684,460 families. Over two and one-half million pairs of ears are reached by this pioneer radio station of the Mid-South.

You'll find that Memphis is a *big* market—*big* in *buying power, big* in *people.* And in Memphis, WMC is first—first in programs, first in audience, and first in results.

WMC "the station *most* people listen to *most*"

★ MEMPHIS ★ 5000 WATTS DAY & NIGHT

Owned and Operated by
The COMMERCIAL APPEAL
National Representatives
The BRANHAM COMPANY

NBC AFFILIATE

When it's Memphis you want . . . . . .
It's WMC you need.

WMC-FM . . . The first FM broadcasting station in Memphis and the Mid-South

New York Business

(*Continued from page 15*)

livers a notably good audience return for the dollar spent is suddenly occupying a healthy place in the sponsor's sun. The natural result of this kind of advertising thinking, of course, is that talent costs will have to come down."

Asserting that already there were indications of this trend, Mr. Ackerman said that "by and large even the big names show signs of being willing to discuss radio employment at realistic figures."

As to general business prospects, agency predictions ranged from the rosy ("This year will be the greatest radio has ever had," said John Bates, director of radio for J. M. Mathes Inc.) to the doubtful ("The prophet of business conditions should walk warily and carry a cushion to soften pratt falls," said James E. Hanna, manager of the radio department of N. W. Ayer & Son).

But all were qualified. Mr. Bates spoke of increased competition and said: "I think that all the talk about radio's developing new and good stuff should stop and instead this is the time to do it—especially in a competitive market." Mr. Hanna, despite his cautious initial observation, remarked that N. W. Ayer was "trimming no sails" and was "heading into fall with decent optimism."

N. W. Ayer, he pointed out, had nine network shows and a considerable amount of spots, including baseball on some 50 stations, and was "expecting our radio billing to stay up and go higher before year's end." That is, he hedged, "if price resistance doesn't throw up too high a road block . . ."

Douglas Coulter, New York radio director of Foote, Cone & Belding, remembered that 1948 was an election year, and "that's never been known to drive anyone away from radio."

Ray Vir Den, president of Lennen & Mitchell, thought the "fall picture looks fine."

"The danger of depression," said Mr. Vir Den, "seems to be temporarily postponed. Advertising business is apt to be better. People have the goods to sell and must use the advertising dollar to sell them. Therefore the fall picture looks fine."

William B. Lewis, vice president and radio director of Kenyon & Eckhardt, characterized speculation on radio's future as "a risky affair." But, he said, Kenyon & Eckhardt expected radio advertising to continue to increase. "The biggest opportunity right now," he said, "is to find ways of improving its selling power and effectiveness in moving goods."

C. H. Cottington, vice president in charge of radio for Erwin, Wasey & Co., New York, predicted that "the use of radio as a medium by national advertisers will not diminish at all during the fall and winter months."

Sees Lower Talent Costs

Like Mr. Ackerman, however, Mr. Cottington freely guessed that "the amounts of money to be spent on talent . . . will be reduced considerably."

Despite a "natural" uncertainty as to the future, Mr. Cottington thought "there are enough advertisers for whose use radio is particularly appropriate to hold radio expenditures even with a year ago or increase them slightly."

Ben C. Duffy, president of BBDO, New York, said that in 1947-48 a higher percentage of his agency's clients would use network radio than ever before. And national spot activity, he said, "also continues to be a major factor in BBDO clients' plans."

"With postwar conditions assum-

(*Continued on page 38*)

NATIONAL GOLD MEDAL for outstanding public service in fire prevention by a radio station during 1946 is presented to executives of WTIC Hartford [BROADCASTING, Aug. 11] as Connecticut's governor, James L. McConaughy (in white suit), looks on. Making presentation on behalf of National Board of Fire Underwriters is Peter J. Berry (l), secretary of Board and president of Security Fire Insurance Co. Representing Travelers Broadcasting Service Corp., WTIC licensee, are Jesse W. Randall (second from r), president, and Paul W. Morency, vice president and general manager. Mr. Randall also is president of Travelers Insurance Companies.

Capitol's TRANSCRIPTION LIBRARY SERVICE pays off FOR STATION WBTA BATAVIA, N. Y.

Here's how Capitol Transcriptions' SELLING POWER worked for **WBTA** after **only five weeks** of use . . .

Sale #1 — "Sunday Serenade," a half hour of music by the Hollywood Serenaders. SOLD to a local shoe store after the second airing.

Sale #2 — A 15-minute show featuring Skitch Henderson, Jan Garber, Eddie LeMar, Hal Derwin, Peggy Lee. SOLD to a local brewery five nights weekly **for 52 weeks!**

More Sales To Come — Ten (yes, **ten!**) other sponsors have **asked** for Capitol Transcriptions on their programs.

A pay off FOR YOU, TOO!

With Capitol's Transcription Service, you can build shows that SELL. That's a **fact.** Just ask WBTA (and scores of other stations — big and small). Capitol gives you all you need. A full basic library — every category of music and big-name talent for commercial and sustaining programs. AND . . . every programming aid you'd want: themes and dated formats each month for 400 complete shows, musical opening and closing themes, chatter by the artists, musical interludes. You'll build shows . . . and build SALES, with Capitol!

The coupon below brings you the complete story — at no expense, of course.

Sunset and Vine

Capitol — A DIVISION OF CAPITOL RECORDS — TRANSCRIPTIONS

PROGRAM SERVICE FROM HOLLYWOOD

free **demonstration transcription**

Capitol Transcriptions
Sunset & Vine
Hollywood 28, California

Please send me without cost . . .

1. **Demonstration Transcription — to show me what makes Capitol's Service *different*.**
2. **Complete details about the Library Service and its costs.**

Name _____

Position _____

Station _____

Street and No. _____

City and State _____

What's so "alike" about these businesses?

To ship equipment and films the fastest way, the motion picture industry relies on Air Express. In this business, *speed pays.*

With demand for all kinds of food products high, producers get equipment items and supplies the fastest way —use Air Express to keep production rolling. *Speed pays.*

Dies, machine tools and industrial equipment are vitally needed abroad. Exporters ship by International Air Express regularly — actually save *weeks* in delivery. *Speed pays.*

Speed pays in your business, too!

Count on Air Express for the speed of delivery that's so essential to *your* business. Air Express puts any U.S. point a few short hours away. And faster planes, on more frequent schedules, make Air Express a better value than ever. Shipments of most any size and weight are inexpensive. For example—17 lbs. goes 1300 miles for only $6.78! Use Air Express regularly.

- Low rates—special pick-up and delivery in principal U.S. towns and cities at no extra cost. • Moves on all flights of all Scheduled Airlines.
- Air-rail between 22,000 off-airline offices.
- Direct air service to and from scores of foreign countries.

AIR EXPRESS

AIR EXPRESS

GETS THERE FIRST

Write today for Schedule of Domestic and International Rates. Address Air Express Division, Railway Express Agency, 230 Park Ave., New York 17. Or ask at any Airline or Railway Express office. Air Express Division, Railway Express Agency, representing the Airlines of the United States.

1927—20TH YEAR OF GETTING THERE FIRST!—1947

New York Business

(*Continued from page 36*)

ing their normal aspect," said Mr. Duffy, "radio is an important factor in the current and future plans of most BBDO clients."

Seasonals Renewing

The same kind of qualified enthusiasm was indicated by station representatives.

Jones Scovern, vice president and eastern sales manager of Free & Peters, anticipated a "small gain" in fall business over last year—"perhaps above 5%." Although several accounts, he said, seemed interested in buying programs rather than spot announcements, Free & Peters had found that this interest was mostly resolved in talk and that the clients wound up buying minute announcements.

His company, he said, was looking forward to the same kind of, and for the most part the same, accounts as it had last year—seasonal advertisers such as makers of cold remedies.

Joseph Timlin, manager of the New York office and head of the radio division of the Branham Co., thought fall business would be at least as good as last year's and "probably a little better." Standard seasonal accounts had renewed, he said, and some new ones had appeared. Mr. Timlin noted an increase in time sales to air lines.

Hines Hatchett, manager of the eastern division of the John Pearson Co., was "quite optimistic." Last May and June, he pointed out, cancellations caused a flurry of worry, "but in the last two weeks things have taken a definite turn for the better, and we feel that businss will be better than it was last year."

Mr. Hatchett said that the soap industry, "a pretty good index to the whole picture," showed "signs of becoming active by fall." The Pearson company, he said, was "also looking forward to a test campaign for a new cigarette, reportedly set for September."

Mr. Hatchett also said that some accounts, hitherto devoted to spots, are beginning to consider programs as well as simple announcements.

The trend toward programs, particularly transcribed, was also pointed out by Joseph Bailey, vice president of Louis Cowan Inc., New York. Although "it's still tough selling," according to Mr. Bailey, more sponsors are turning to transcribed shows as a means of pin-pointing particular markets. He thought there would be an increasing demand for open-end transcriptions.

Despite the fact that his company is in the transcription business, Mr. Bailey said he believed there was no chance that transcriptions would ever dominate radio.

Asks TV in Florida

A. FRANK KATZENTINE, owner of WKAT and WKAT-FM Miami Beach, petitioned FCC last week for reinstatement of his application for a new television station, which he withdrew in May, 1946, before the color television question was resolved. The original application, filed in May, 1945, estimated installation costs at about $165,500. New estimates and new engineering data will be submitted to bring the application up to date if reinstatement is permitted.

POPPELE SEES BRIGHT TV FUTURE

Television Will Be Billion-Dollar Industry Within Five Years, TBA President Says

"TELEVISION is fast moving into the million-dollar class. Predictions that it will be a billion-dollar industry within a five-year span are certainly warranted," J. R. Poppele, president of Television Broadcasters Assn. and vice president in charge of engineering of WOR New York, stated in an address at a meeting and dinner of the Television Assn. of Philadelphia last Wednesday.

Assuming that a half-million figure in production of television receivers will be reached and exceeded by June 1948, Mr. Poppele pointed out that the industry will have a 250-million-dollar income that early.

The primary need for television right now is good programming, Mr. Poppele said. "Technically, television has been on the way for nearly a half century—in one form or another. Program-wise, it has been here for less than a decade."

Television stations are on the increase, too, Mr. Poppele stated. "The FCC has granted an additional 54 construction permits for as many new stations in 24 states," he said. "Some of these stations will service the same areas where stations are currently operating, but a great many others will 'break the ice' in unserviced metropolitan districts."

"Radio broadcasting never attained sound commercial stature until network operations were instituted," he continued. "There is no reason to believe that television will be an exception to this rule."

Predicting that microwave relay systems will be put into use soon between New York City and Boston, and that by January the East Coast stations will be tied in a network from Richmond, Va., to Boston, Mr. Poppele said, "Thus we have an overall picture—an exceedingly bright one—of what may be expected in the way of television receiver production and distribution, television station operations today and tomorrow, and network facilities."

WDAY'S 25TH ANNIVERSARY CONTEST DRAWS 42,000 ENTRIES!

One of the terrific Anniversary promotions we've been putting on recently was a listener's contest to "Name Mrs. WDAY."

Space prevents telling the whole story—but the pay-off is that, during the 2-week contest, WDAY received over 42,000 entries!

On its 25th Anniversary WDAY is far more than the oldest station in the Northwest. It's also the most popular station *(by six to one)* in the fabulous Red River Valley. Let us *prove* it to you—or just ask Free & Peters!

FARGO, N. D. NBC . . 970 KILOCYCLES . . 5000 WATTS

FREE & PETERS, INC.
Exclusive National Representatives

TRIPLE BUYING POWER

• • • THAT'S WHAT HAS HAPPENED TO ARIZONA'S BUYING POWER IN TEN SHORT YEARS.....IT HAS *TRIPLED!!!*

• • • IN "ARIZONA PROGRESS"—PUBLICATION OF THE VALLEY NATIONAL BANK, THESE APPROXIMATE FIGURES ARE REPORTED • • • •

LIFE INSURANCE SALES
1937----$30,000 000
1947----$90,000 000

•KOY-WITH ITS PROVEN AUDIENCE IS THE STATION THAT BEST REACHES THIS TRIPLED BUYING POWER THROUGHOUT ARIZONA

KOY
550 KC
1000 WATTS
IS FIRST
CBS Affiliate
KEY STATION OF THE ARIZONA NETWORK
Management affiliated with WLS, Chicago
Burridge D. Butler, President
National Representatives
JOHN BLAIR & COMPANY

Chicago Business

(Continued from page 15)

readjustment period over, I think we can look for a healthy upturn in both spot and network, as well as in local programming. There was a slight retrenchment on the part of clients earlier this year, during which period we had a slight dip in billings as compared to a similar period of last year. That was due to the general confusion on tax laws, certain restrictions and the labor picture. We plan to be extra active this fall in local and spot campaign fields, in which we have shown definite results for clients. Not only that, some of the accounts have already changed from spot to actual program sponsorship. We have also noted a definite trend by advertisers to an interest in cooperative shows and transcribed productions for regional sponsorship."

William Weddell, radio director, Leo Burnett Co.: "Our radio business is higher than ever, and we look for a higher percentage of business for radio this fall. It is not our policy to publicize figures but I can say that, as it looks now, our billings will be about 20% over last year's. There may have been a retrenchment on the part of advertisers in general in the past year, but I think it has been less in radio than in any other media, at least as far as we're concerned. The outlook seems to be for increased spots and local program billings (both live and recorded)."

Ahead of Last Year

Hal Rorke, radio director, J. Walter Thompson: "We expect to do about the same amount of radio business this fall. For the first six months of this year, we were about a shade ahead of a comparable period last year, with some advertisers expanding in radio, others decreasing. The outlook is generally optimistic, I would say. Spot business has been normal. Our principal accounts are chiefly interested in radio nationally. Prospects really depend on business conditions in general. If business is spotty, clients might switch to other media."

Mr. Rorke added that there were indications that Swift & Co. was a little more radio-minded for the fall, citing its contract for the *Archie Andrews* show, NBC sustainer, beginning this month (August), and *Meet the Meeks*, family comedy-drama, set for November.

Will C. Grant, president, Grant Adv.: "Fall prospects for radio are favorable. The first six months this year we showed approximately a 15% increase in radio business over that period in '46, and we expect to show a 40% increase for the second period, as it appears now. Many of our programs have increased the number of outlets over which they are carried. I see no decreases in the offing for fall."

Mr. Grant cited the following programs which have expanded airings: *Dr. I. Q.*, to full NBC net coverage and *Curtain Time*, from 60 stations to full net (both sponsored by Mars Inc.); *Nick Carter*, from 279 to more than 400 MBS stations (Dutch Cleanser). Mr. Grant also cited the use of radio by J. A. Folger & Co., Kansas City (coffee), as an example of an advertiser who had become radio-minded and increased his sales appreciably.

Fairfax M. Cone, chairman of executive committee, Foote, Cone & Belding, cited, as evidence of his belief that fall radio conditions would be good, the disclosure that FCB is currently testing five programs while it has 11 or more already lined up for network presentation this fall.

Richard Davis, acting radio director (pending assumption of duties by James Fonda of agency's Hollywood office), Foote, Cone & Belding: "For one thing, audience ratings will probably go down this fall, due to competition in the class of shows which will be offered, though this doesn't mean less of a radio audience. There may be a possible expansion. Our own billings in the Chicago office for the first six months of 1947 are up appreciably over a like period last year, though I can't say just how much."

Upward Trend

Mr. Davis cited the increased radio billing undertaken by the agency for The Toni Co., home permanent, which has four different programs either lined up or on the air at present, as evidence of that client's growing interest in, and use of, radio. (Report is that company has already spent about seven times as much on radio this year thus far as it allocated for all of 1946.)

Chicago agencies also reveal a growing increase in accounts interested in television spots or programming. At least seven of them now handle video contracts for clients: Critchfield & Co., Jones Frankel Co., Malcolm - Howard Adv., McCann-Erickson, J. R. Pershall Co., Ruthrauff & Ryan Inc., J. Walter Thompson Co., and Young & Rubicam. There are reportedly about 20 other agencies throughout the country who handle such contracts.

While network heads and their sales department spokesmen were reluctant to give any figures for the first half of 1947, a survey revealed a general upsurge in radio accounts over a comparable period of 1946. Tenor of comments and reactions suggested concurrence in belief that prospects for the fall were "very good" or "excellent," on the basis of business already concluded.

At CBS Western Division, it was stated that "according to present figures, the business already sold for this fall overshadows the business that has been cancelled since last fall." Substantiating this claim, he pointed out that, of the Chicago accounts, only two major ones—Parker Pen Co.'s *Ned Calmer & the News* and *Information, Please* had been dropped, while there had been a number of additions. New Chicago accounts include: *Give and Take* (Toni Co.), *Adventurers Club* (W. A. Sheaffer Pen Co.), *First Nighter* (Campana Sales Co.). In addition, two other accounts have lengthened, in point of air-time, their programs—Armour & Co. (*Hint Hunt*—from 15 to 25 minutes daily) and Ballard & Ballard Co. (*Renfro Valley*—which adds two weekday quarter-hours and one Saturday half-hour in September).

MBS Summation

Ade Hult, general manager of MBS Central Division, summed up Mutual's fall business outlook as "very good." While DeWitt Mowrer, division's sales department chief, asserted that no figures were available in the Chicago office, he confirmed the addition of new accounts stemming from Chicago. They include: *Hop Harrigan* (Taylor-Reed Corp.), *Jan August Show* (Revere Camera Co.), and *Bulldog Drummond* (American Transit Assn.). Alka-Seltzer's portion of *Queen for a Day* was one of the renewals on the MBS fall schedule.

NBC Central Division doesn't release separate figures, either, for its Chicago office. Its sales department indicated, however, that new business gains for the fall more than offset the loss of a few accounts, one of them being *Grand Marquee* (Raymond Labs.), retained by the network on a sustaining basis. Some additions: *Archie Andrews* (Swift), Mel Torme (Toni), *Take It or Leave It* (Eversharp), and the Friday segment of the Fred Waring show (Minnesota Valley Co.).

ABC Central Division's sales department reported it had contributed much the first six months of

(Continued on page 42)

WESTERN SHOW for western advertiser is essence of this picture. Gathered, following first sponsored broadcast of *Hollywood Barn Dance* on KNX Hollywood, are (l to r): George Bowersox, assistant general manager in charge of sales, Arrowhead & Puritas Waters Inc., Los Angeles; Maureen O'Conner, cowgirl vocalist; H. E. Cassidy, vice president and account executive of The McCarty Co., Los Angeles agency servicing account.

"MUTUAL STATION PROMOTION MANAGERS!

TOM MIX *WILL AWARD*

A Brand New 1948

FORD CONVERTIBLE

TO ONE OF YOU!"

FOR THE

MOST OUTSTANDING

TOM MIX

AUDIENCE-BUILDING PROMOTION

READ THESE EASY RULES RIGHT NOW

1. A grand prize of a 1948 FORD CONVERTIBLE, or its cash equivalent, will be given to the Mutual station promotion manager who, in the opinion of the judges, does the most outstanding, effective and consistent audience-building promotion of the TOM MIX program on his or her station during the time period from September 1, 1947, through January 31, 1948.

2. Special prizes of R. C. A. Radio-Phonograph Combinations or their cash equivalents will be awarded to station promotion managers for the most outstanding job in the following special categories:

   a — Most original or unusual *single* promotion of the TOM MIX program.

   b — Most consistent publicity (newspaper, car card, outdoor, spot announcement) promoting the TOM MIX program.

   c — Proof of the greatest increase (in percentage) in audience over the same time period for 1946-1947. Any industry-accepted survey method, such as Hooper, Conlon, or diary studies may be used in presenting these figures.

3. Additional prizes consisting of nine Sentinel portable, battery-plug-in radios will be presented to runners' up . . . either in the general overall promotion contest, or in the individual categories.

4. Entries are to be made in the form of presentations or reports, to be judged on quality of the contents alone, NOT the form of the presentations. All entries are to be sent to the Gardner Advertising Company, St. Louis, Missouri, postmarked not later than midnight, March 1, 1948.

5. In case of ties, duplicate prizes will be awarded. The decision of the judges shall be final.

JUDGES: Maury H. Long — S. J. Paul — Win R. Levi

BROADCASTING

★ **TWELVE OTHER BIG PRIZES . . .**
OR CASH EQUIVALENT OF ANY PRIZE, IF YOU PREFER

★ **SEPARATE PRIZES AWARDED FOR**

GET YOUR NAME IN THE HAT NOW
FILL OUT THIS COUPON RIGHT AWAY

- **SINGLE PROMOTIONS**
- **PUBLICITY**
- **EVIDENCES OF AUDIENCE INCREASE**

To Tom Mix, **Gardner Advertising Company,**
915 Olive Street, St. Louis, Mo.

Sure, I want to try for that Convertible! My boss says I'm responsible for TOM MIX promotion around our station. So if our station wins . . . I'm the person to get the prize.

Name.....

Call Letters.....

City & State.....

Chicago Business

(*Continued from page 40*)

this year toward the reported 12% increase, over the first half of 1946, enjoyed by the network as a whole. (While the division's share of the overall gain for last year was 1.3%, it actually services and originates about 33.6% of the network billing.)

Accounting for the increase were many renewals and a host of new accounts. New business includes: *Famous Jury Trials* and *The Green Hornet* (General Mills), *Lassie* show (John H. Morrell Co.), Dorothy Kilgallen's Hollywood news program (Drackett Co.), and the last quarter-hour segment of the *Paul Whiteman Club* (Wesson Oil). In addition, Toni Co. increased its sponsorship of the final quarter-hour of *Ladies Be Seated* from three to five times weekly, a development which, itself, gave the net a complete sellout of all availabe commercial daytime periods.

Many of the old favorites on ABC were renewed as well, including, to cite a few, *Hymns of All Churches*, *The Lone Ranger*, and *Jack Armstrong* (all General Mills), *Terry & The Pirates* (Quaker Oats), and *Sky King* (Derby Food Division of Swift & Co.). Only major loss reported by Central Division is that of Hastings Corp., which has not renewed *I Deal In Crime* for the fall.

Locally, the station fall picture is bright and promising. Frank Schreiber, manager of WGN Chicago, described the station's sales thus far this year as "greater than its ever been—a new high." Mr. Schreiber looks for business to be "even better" in the fall.

Ernie Shomo, sales manager of WBBM Chicago, CBS O&O station, said he could not divulge any figures on the amount of business for the first six months of this year, but added that it did represent a "nice increase" over a similar period in 1946. Citing the stabilization of merchandise and the marketability of many brands, some of them unknown, which were not available during the war, he characterized "the business outlook for fall on WBBM in the local picture (as) excellent."

Like Records on Air

RECORDED music on the air was approved by four out of five in Scranton, Pa., a recent poll by the *Scranton Tribune* showed. As the question of the day in its regular "Curbstone Interview," the newspaper asked residents, "Do you think there's too much recorded music on the radio?" Eighty percent said no, and some of these thought there should be even more.

While WENR Chicago, ABC O&O station, has relatively few local commercial availabilities, Roy McLaughlin, manager of station and national spot and local sales manager, indicated that business prospects were "favorable" on the local level, pointing out that selling of hard-line merchandise was coming to the fore and that the grain situation had eased up.

WIND Chicago, one of the larger independent stations, has already disclosed a marked increase in sales revenue of 15.2% for the first six months of 1947 over a similar period of 1946, with time sales currently running at an increased rate of 21.3%. John Carey, station sales manager, stated that commercial copy trend is toward pre-war hard merchandise selling, adding that advertisers are more prudent in watching expenditures [BROADCASTING, July 21].

Visions of Boom

In Chicago, with the entrance of new television stations due before the first of the year, there is evidence of visions of a boom. In addition to WBKB, Balaban & Katz-operated station, which went into operation in October of 1942, other competition is not far off. WBNY-NBC has begun construction of its antenna located atop the Civic Opera building, and WENR-TV-ABC is making progress. WGN-TV has ordered its equipment from RCA and GE preparatory to test programming. In addition, applications are currently on file (or will be) with the FCC for remaining allocations, with all likelihood that all seven channels will be granted by year's end.

Transcription and production firms likewise expressed optimism for the fall in view of the momentum-gaining trend toward transcriptions for spot use by advertisers. Here are typical comments from the Chicago scene:

Al Unger, sales manager, Frederic W. Ziv Co.: "The company as a whole, has registered about 24% sales increase. Sales completed out of the Chicago office on all our packages have been very good."

In pointing out that the trend to package productions has been five years in the making and not a recent innovation, as well as the fact that Ziv is working with smaller stations on programming and talent plans, Mr. Unger took occasion to assert that, contrary to some opinion's the transcription and production field is not encroaching on "live" territory. He stated that "we are not in competition with the networks."

Bob Michels, charge of sales, Louis G. Cowan, Chicago: "This coming month (August) things should start shaping up. Offhand, I would say things look good." The firm recently moved into the transcription field.

Sales (station) representatives were also optimistic, on the whole, about fall radio prospects. Typical of their reactions was the one evidenced by William G. Rambeau of that company, one of the pioneers in the representative field.

"Business looks better than it has for a long time. While we're not overly enthusiastic about actual contracts that have been signed, there is plenty of interest and activity."

Mr. Rambeau cited the Martin Block disc show, aired over the station of one of his clients, KFWB Los Angeles, which he described as "nearly sold out." Basic reason for general optimism of sales representatives, it would appear, is the apparent increase in the spot field for fall.

MANAGEMENT

JAMES E. BAILEY, manager of WAGA Atlanta, has been appointed sales manager chairman of NAB Fifth District.

ARTHUR L. FORREST has joined executive staff of WOAI San Antonio.

FRANK E. KOEHLER, who has been serving as commercial manager of WROV Roanoke, Va., has been appointed general manager of the station. He succeeds **LAMBERT B. BEEUWKES** who has resigned. Mr. Koehler was with NBC Radio City, New York, and WSLS Roanoke, before joining WROV.

Mr. Koehler

WILLIAM B. DOLPH, executive vice president of WMT Cedar Rapids, and head of the radio management firm bearing his name, has been retained as counsellor of the "Sunoco Evening Sun," new NBC news program featuring Ray Henle which begins Aug. 29 under sponsorship of Sun Oil Co. Mr. Dolph also is counsellor for Fulton Lewis, jr., MBS commentator.

CHARLES G. BURKE, general manager of KFGO Fargo, N. D., new 5-kw ABC affiliate on 790 kc to open this fall, has been elected to membership in Fargo Rotary club.

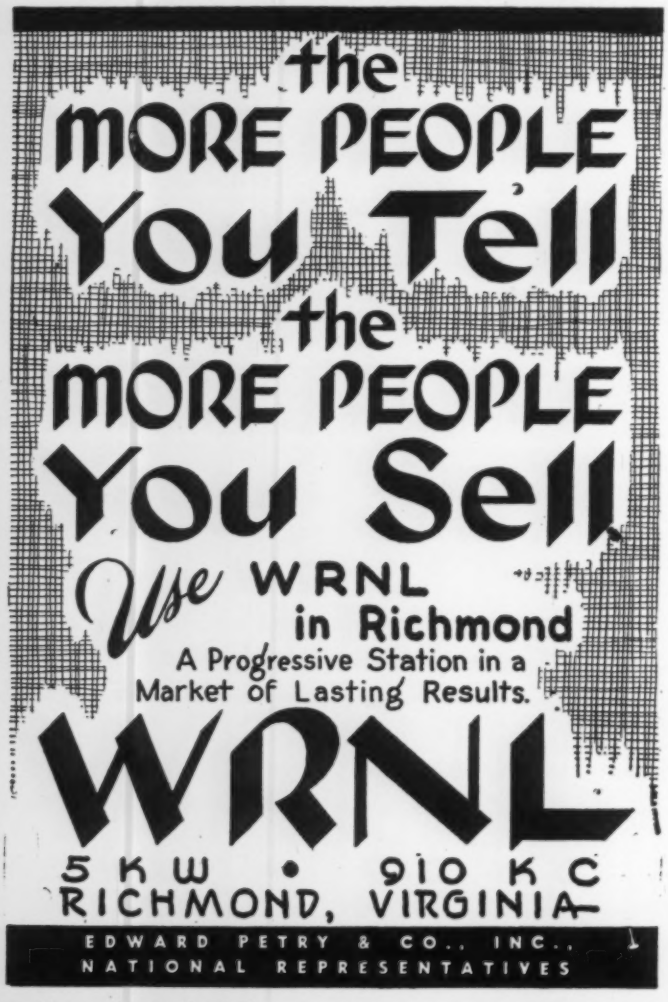
RAY ALBERT FURR, program director of WIS Columbia, S. C., who becomes managing director of WIST (FM) Charlotte, N. C. on Sept. 1 [BROADCASTING, Aug. 18], has been named chairman of International Committee on public relations for Kiwanis International. He will leave for Chicago on Sept. 5 to formulate public relations program suggestions for 2,500 Kiwanis Clubs.

G. A. RICHARDS, president of KMPC Hollywood, WJR Detroit and WGAR Cleveland, is on a 30-day business trip through East and Mid-west.

JAMES V. COSMAN, WPAT Paterson, N. J. president and founder, has been reappointed chairman of radio publicity for Sister Kenny Fund Drive in New Jersey.

JAMES C. HANRAHAN, vice president and general manager of Scripps-Howard Radio Inc. and acting general manager of WEWS, Scripps-Howard video station under construction at Cleveland, has been elected president of newly-formed 33d Div. Assn. of World War II. Mr. Hanrahan served as division military government officer of the 83d division with rank of lieutenant colonel.

LESTER GOULD, manager of WJNC Jacksonville, N. C., has been appointed Onslow County chairman of the Red Cross.



When a family man in New England has to leave New England for a while (a horrible thought!), his parting advice to the little woman can be summed up in one word: NERN. She is in the good hands of her NERN station and will abide by its advice on all matters of homemaking.

NERN STATIONS

	Frequency	Watts	
WBZ	1030	50,000	Boston, Mass.
WCSH	970	5,000	Portland, Maine
WJAR	920	5,000	Providence, R. I.
WLBZ	620	5,000	Bangor, Maine
WRDO	1400	250	Augusta, Maine
WTIC	1080	50,000	Hartford, Conn.

These stations are NBC affiliates and carry the nation's popular top-ranking shows.

These stations represent over twice the power of any other combination in the area.

'WHEN YOU BUY NERN YOU BUY A NETWORK'

nern

New England Regional Network, Hartford, Conn.

NERN COVERAGE

New England—where 97.4% of the population listens regularly to NERN.

New England — where 8% of the nation's retailed goods are consumed annually.

New England — where 11% of the capital resources of U. S. banks are held.

NERN TIME

A day-time quarter-hour costs only $308. No line charges. Free studio facilities in Boston, Hartford or New York.

Nationally represented by WEED & COMPANY
New York • Boston • Chicago • Atlanta
Detroit • San Francisco • Hollywood

WBAL's "New World of Tomorrow" Studios

OPEN MONDAY, SEPTEMBER 1st!

THOMAS D'ALESANDRO, JR.
MAYOR

PROCLAMATION

BY

MAYOR THOMAS D'ALESANDRO, JR.

DESIGNATING THE MONTH OF SEPTEMBER, 1947

AS "WBAL" MONTH IN BALTIMORE

WHEREAS, Radio Station WBAL through its public service and entertainment programs has since 1925 rendered a continuous service to the people in the City of Baltimore, and

WHEREAS, the City of Baltimore has received city-wide radio publicity for the Clean City, Public Safety and other campaigns and other programs and announcements whenever WBAL has been called upon in civic movements in behalf of the cause of good government in Baltimore, and

WHEREAS, Radio Station WBAL has taken a lead in the fostering of educational, inter-cultural, inter-faith, religious, civic, agricultural and [illegible] in the City of Baltimore, and

WHEREAS, Radio Station WBAL has [illegible] possessed by any radio station in [illegible] said to be the finest possessed by any radio station [illegible] North [illegible] to perform even greater services to the [illegible] publicity

tional, inter-cultural, inter-racial,

WHEREAS, Radio Station WBAL has [illegible] in the City of Baltimore, and

Charles Street, said to be the finest possessed by any radio station in 2610 North and which will enable the station to perform even greater services to the people of Maryland, stimulate trade and bring additional desirable publicity to our City, and

WHEREAS, WBAL stands as a symbol of progress in the City of Baltimore, and

WHEREAS, special programs glorifying the City of Baltimore and enlightening citizens of Baltimore will be broadcast continuously by WBAL and in some cases over the NBC Coast to Coast Network, for the entire Month of September.

NOW, THEREFORE, I, THOMAS D'ALESANDRO, JR., Mayor of the City of Baltimore do hereby proclaim the month of September, 1947 as "WBAL MONTH" and do urge all our citizens to participate in the activities being arranged for this special occasion.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the great seal of the City of Baltimore to be affixed this seventh day of August, in the year of our Lord, one thousand nine hundred and forty-seven.

CITY OF BALTIMORE 1797

Thomas D'Alesandro Jr.

Mayor

ATTENTION: NAB MEMBERS
You are cordially invited to visit WBAL before or after the NAB convention at Atlantic City

WBAL 50,000 WATTS—NBC AFFILIATE REPRESENTED NATIONALLY BY EDWARD PETRY & COMPANY

Editorial

Had Enough?

HAD ENOUGH? Of Jimmy Petrillo, we mean.

In typically grandiose fashion, Jimmy announces there won't be any duplication of AM musical programs over FM stations unless full standbys (or equivalent men, we assume) are paid.

We wonder what the Taft-Hartley Act and the Lea Anti-Petrillo Act mean. If they do not outlaw make-work and featherbedding, legislative nomenclature has lost its meaning. If Jimmy's ukase doesn't mean forced work or payment of unnecessary tribute for unneeded manpower we don't comprehend what's entailed in program duplication.

Jimmy's reasons for his decision are about as valid as those screamed by Hitler when he marched into Sudetenland. AM and FM, he proclaims, are two separate fields, and that's that. We're surprised that he didn't ordain that listeners should promptly sprout another set of ears with which to listen to FM.

Jimmy probably has been elected by the top union brass to guinea pig the Taft-Hartley Act. Maybe they've forgotten that there's also the Lea Act which is specifically directed against the excesses of Petrillo tyranny against radio. But legal adjudications go slowly. There's still one pending against Petrillo in Chicago. Yet he blithely ignores the new law in his quest for more gold for musicians who aren't there.

FM is dealt another solar plexis blow by Jimmy. If his ban stands, FM can only stagnate as a secondary service. Without programs containing music, FM becomes a talk medium, and talk can't be programmed all day long.

What's Jimmy's game? We think he's stalling, playing against the contract expiration calendar. AFM's contracts with recording companies expire Dec. 31. Contracts with the networks expire Feb. 1. AFM locals aren't anxious to renew station contracts, according to reports. They are proposing temporary extensions, at present terms, until Jan. 31—when the network contracts expire.

So at the year's end maybe Jimmy's proposition will be (the Taft-Hartley and the Lea Act notwithstanding) that there won't be any recording because his men just won't work unless the ante is upped astronomically. And, of course, rates for stations duplicating on FM will be doubled; likewise the network scale. And, of course, if there's no contract, there will be no work. Radio thus would be tied up without "live" music.

That is the worst possible picture. That is the picture broadcasters must view in their planning. That is why broadcasters, transcribers and networks must stand together. That is why all must be prepared to gird for a fight like the ASCAP "strike" of 1939.

The time to start is now. Public opinion is on radio's side because it's the right side. Petrillo and labor racketeering are synonymous in the public mind.

President Truman has a new Labor Board functioning in Washington to enforce the Taft-Hartley Act and, if you please, the Lea Anti-Petrillo law. The Petrillo case may be one of the first big adjudications to come before it. While Jimmy dawdles and stalls, the board should be informed on every move made. And radio should be building and storing away a backlog of transcribed music to carry it through the impending music war, even if a shot is never fired.

Joe Maland

THE NEW generation in radio (and it's really only the second) can read with benefit the story on Joe Maland in this issue. Joe passed away Aug. 16 after more than a year of illness. Joe was 59. He had been in radio since 1923, and since 1934 had been vice president and general manager of WHO Des Moines, one of the nation's premier stations.

Joe Maland typified an era in radio—its first. As a young man, when he was proprietor of a general store in Frost, Minn. (population 250), he first heard about news and music that could be picked up out of the air. That was in 1921, and that started him on his radio career. He saw in radio something that could be a boon to the farmer. He dedicated himself to rural radio.

Over the years, Joe Maland fought valiantly for retention of the clear channel, because he felt it was the only means of reaching the rural and remote listener. He was the key witness for clear channel stations at every hearing involving them until the current proceedings. But from his sick bed he watched every development.

A charter member of the NAB, Joe Maland served several terms on its board. He was active on the Joint Committee on Radio Research, which more than a decade ago charted the course for establishment of BMB. He always had time for matters affecting radio's betterment. With his down-to-earth philosophy, he arbitrated many a knotty controversy at board sessions or conventions.

Joe Maland was a self-effacing man. Radio was his life. He made his mark, not in the great talent or business centers but in his native middlewest where he was content to remain and where he could see the fruits of his labors.

Joe Maland, measured by any standard, was a great American and a broadcasters' broadcaster.

Dollar's Worth

GONE are the lush wartime days, when most stations could watch lines of sponsors forming at the right. But businessmen inevitably discover that bringing in a hard-earned dollar yields satisfaction seldom found in windfall business.

The fruits of hard, earnest selling are coming to broadcasters who now face a buyer's market. It's a market in which order-takers stand little chance in competition with creative salesmen.

Most broadcasters like this postwar era of hard selling. They know that well-programmed operations, sensitive to audience reaction and public service responsibilities, can hold their own in a competitive advertising market. For this is the type of market in which American business operates most successfully.

In this issue appear the results of a nationwide survey of broadcast advertising prospects for the fall and winter. Conspicuous is the prediction that the broadcasting business will be better this coming season than it was a year ago—that is, if broadcasters create business and produce a better dollar's worth than the opposing media.

As the buyer of time invests his budget with greater care, a further element of competition arises with the influx of new stations. Offsetting that new competition is the subsiding of depression fears and the tapping of new sources of radio business.

It all adds up to one maxim—good management means good business, and good managers do not fear the approach of survival-of-the-fittest competition, which is the American way.

Our Respects To—

FRANCIS EDWIN FITZSIMONDS

THE FIRST job Francis Fitzsimonds had at KFYR Bismarck, N. D., was playing the part of an Irish cop on a dramatic production in 1931. He much prefers his present role, that of vice president and station manager.

"Fitz" Fitzsimonds has moved straight up the ladder at KFYR, taking each job in his stride, from the part of a cop, through announcing and serving as commercial manager, up to his present position.

He was born on a farm near Walhalla, N. D. on Dec. 8, 1900. His early youth followed the same general pattern of every farm youngster, doing chores, going to school and church.

Upon graduation from school he attended the U. of North Dakota at Grand Forks, and then went on to business college, also in Grand Forks.

His first job after leaving school was as a mechanic in a garage. The job was instrumental in determining his plans for a career, that of having his own business. But having his own business evidently didn't prove to be quite so interesting and exciting as he had dreamed. So he turned to new fields, finally deciding to try his luck as a salesman.

Mr. Fitzsimonds began selling electrical appliances in Bismarck, and through this line became greatly interested in radios. In January 1931 he talked himself into a job as salesman in the radio department of Hoskins-Meyer, which was in the radio business in more than one sense of the word. It owned and operated a radio station directly above the store. The station was KFYR.

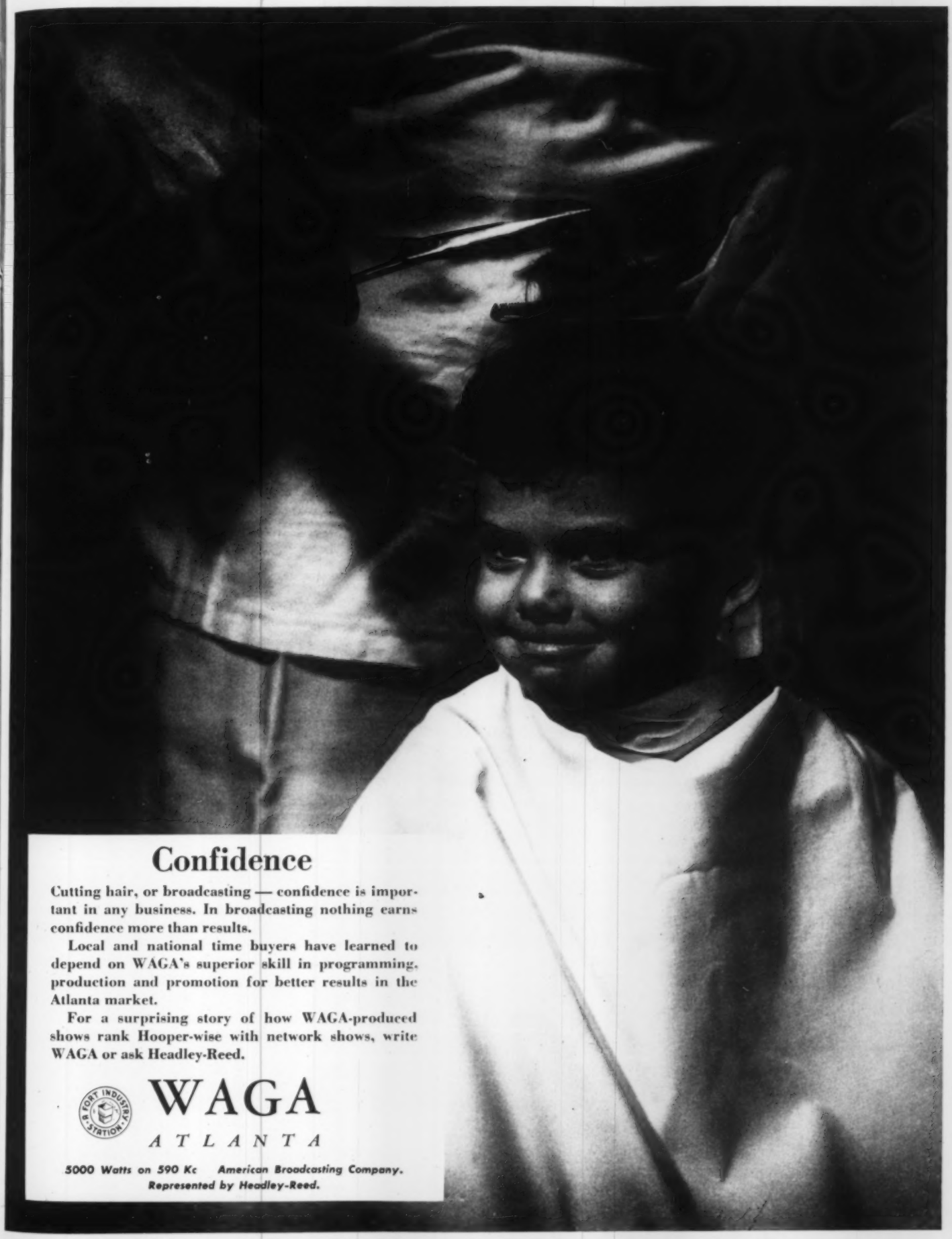
It was during this time that he was asked to take the part of an English bobby in a KFYR dramatic production. By the time the production was set, he had wound up as an Irish cop, with his red hair adding a note of authenticity.

Then on April 1 of the same year—1931—he accepted an offer of a job to do announcing with KFYR, despite the fact that it was April Fool's Day. He has never regretted the move.

During those days KFYR was operating with 1 kw (it now has 5 kw power), and shared time with KFDY Brookings, S. D. The young Mr. Fitzsimonds was overwhelmed with the thought of being an announcer. At that time he considered it definitely as a "glamor" job. So he tackled it with great enthusiasm.

As with every rookie announcer, one of his duties was to spin records, and, as usual, he had his troubles. On one memorable show, he put on a platter he had not played in advance, and sat back to enjoy it. It turned out to be

(*Continued on page 69*)



Confidence

Cutting hair, or broadcasting — confidence is important in any business. In broadcasting nothing earns confidence more than results.

Local and national time buyers have learned to depend on WAGA's superior skill in programming, production and promotion for better results in the Atlanta market.

For a surprising story of how WAGA-produced shows rank Hooper-wise with network shows, write WAGA or ask Headley-Reed.

FORT INDUSTRY B STATION

WAGA

ATLANTA

5000 Watts on 590 Kc American Broadcasting Company.
Represented by Headley-Reed.

19-Year Sponsorship

FOR THE 19TH consecutive year U. of Wisconsin and Green Bay Packer football games will be sponsored on WTMJ Milwaukee by the Wadhams Division of Socony Vacuum Oil Co. This year's 24 direct - from - the - field broadcasts, along with the daily *Sport Flash* programs, will bring the number of sports broadcasts on WTMJ during the last 19 years to nearly 8,000, all of them by the same oil sponsor, the station reports. Bob Heiss, WTMJ's chief announcer, will handle the play-by-play descriptions. Arrangements for the 1947 broadcasts were completed recently by M. G. Peeters, Wadhams Division general manager, and Russ Winnie, WTMJ station manager and veteran sports announcer.

Clinton E. Hanson

CLINTON E. HANSON, 53, salesman for WIBG Philadelphia, died Aug. 11 at his home after a long illness. Mr. Hanson, formerly was an officer of the Union Paper and Bag Co. and at one time owned and managed the Marlyn Hotel. His brother-in-law, Paul F. Harron, is president of WIBG. His wife, Mrs. Regina Harron Hanson, survives.

Chicago Agency Timebuyers Okay BMB Operational Methods–With Reservations

CHICAGO AGENCY timebuyers are on record that BMB should be made a permanent part of the radio industry and have endorsed its present method of operation—with reservations.

Chief criticism of BMB procedure voiced by the timebuyers at a meeting held in WGN's main studio Aug. 18 under sponsorship of a committee of Chicago Radio Management Club members, related to preparation of BMB maps by stations, delay by stations in submitting maps (some said only 10% of station subscribers had supplied BMB maps) and use of percentage figures for station coverage.

Reciting their experiences with BMB figures, the Chicago timebuyers revealed they considered any coverage figures of less than 25% as ineffective for merchandising purposes. This was in sharp contrast to earlier BMB meetings in Chicago when the majority of timebuyers said they were using 50% or more as a rule-of-thumb measurement for station selection.

Hugh Feltis, BMB president, told the group that the BMB board had authorized interim studies semi-annually, as provided in the bureau's new 15-point program. He said these studies were available for stations which had experienced physical changes since the first BMB study, new stations and non-subscribers paying the full subscription fee. Mr. Feltis said the BMB committee is preparing details of the plan which will be announced shortly, with the first interim study to be released by spring of 1948. The next nationwide BMB report will not be made until 1949.

Genevieve Lemper, timebuyer for Foote, Cone & Belding, Chicago, summed up the opinion of the panel members. She said: "We have had ample time to use BMB and to realize that we were overoptimistic in thinking it would do all our work for us. It won't. But it does provide a valuable service to agencies and I for one think it should be continued."

Mr. Feltis told the timebuyers that at "least two" of their recommendations would be acted on by BMB. These, he said, included preparation by BMB of a standardized coverage map, and—in answer to a proposal by Hal Rorke, radio director of J. Walter Thompson, Chicago—a study of ways in which both gross and net figures for network coverage could be made by BMB. He saw little likelihood that BMB would agree arbitrarily on three-level figures for station coverage, as requested by many Chicago timebuyers.

Holman Faust, vice president of Mitchell - Faust Advertising Co., Chicago, was chairman of the meeting. Other panel members were: William McIlvain, assistant radio director, Leo Burnett Co.; Annette Kennelly, timebuyer, Arthur Meyerhoff & Co.; Harlow Roberts, vice president and radio director, Goodkind, Joice & Morgan.

RADIO STATION LRI, Radio El Mundo, Buenos Aires, Argentina, is covering the Inter-American Conference for Foreign Ministers meeting in Rio de Janeiro which began Aug. 15th. Mr. Joffre, head of the station's news department, has been assigned to broadcast latest events of the conference directly from Quitandinha, Brazil, between 9 and 9:10 p.m. each evening except Sundays.

CHATTANOOGA BUSINESS SETS NEW RECORD IN GROWTH

210 FIRMS LOCATE HERE IN 6 MONTHS
Rate of Business Growth Is Record—No Warehouses, Buildings Left Vacant
A total of 210 new businesses were located in Chattanooga during the first six months of 1947 to set a new high record for a half-year period, W. A. Morring, industrial director of Chattanooga Chamber of Commerce, reported yesterday.
Morring declared that Chattanooga's outlook for growth and development are the brightest in the city's history. Not only are new concerns coming in, but commercial and industrial organizations already here are making plans for improvements and expansions calling for a total expenditure estimated at $15,000,000 to $18,000,000, he stated.
The Chamber official said that the number of new enterprises established here during the past

As evidenced by the accompanying excerpt from the Chattanooga Times of July 13, 1947, this city is developing industrially like a teen age kid —so fast you can almost see its growth from one day to the next.

Yesterday's industrial figures are as inapplicable today as the sprouting youngsters outgrown clothing.

Get the latest facts on this zooming, booming market. Then get your sales story on its leading radio station and best advertising medium.

WDOD
CBS CHATTANOOGA, TENN.

5000 WATTS—DAY AND NIGHT
NATIONAL REP.—PAUL H. RAYMER

COMMERCIAL

CLIFFORD GLICK, former account executive at WNEW New York, has joined WMCA New York, in same capacity. Mr. Glick has been assigned to service national advertisers and will work in close cooperation with **HERMAN BESS**, WMCA director of sales. Prior to his association with WNEW, Mr. Glick was with NBC and MBS.

RICHARD E. GOEBEL, former manager of KOOL Phoenix and KITO San Bernardino, has been named sales manager of KQW San Francisco. Mr. Goebel previously was president of Pacific Coast Adv. Co., San Francisco, now disbanded. He succeeds **D. M. GREENE**, resigned. Mr. Greene has not announced future plans.

Mr. Goebel

CHARLES M. BUTLER, formerly with Chicago sales office of ABC, has been appointed sales manager of KTRI Sioux City, Iowa. Mr. Butler has been associated with nation's major networks in radio sales production and engineering capacities for more than 20 years.

ADAM J. YOUNG Jr. Inc., New York, has been appointed exclusive national representative for WPIC Sharon, Pa.

RAY SELF, formerly on sales staff of Star Publishing Co. of Indianapolis, has joined sales staff of WISH Indianapolis.

HERBERT WIXSON, sales manager of KMPC Hollywood, is in New York conferring with **PAUL H. RAYMER Co.**, station's national sales representative, and returns to his desk first week in September.

EDWARD M. BRENNAN, new to radio, has joined WJBK Detroit, as traffic manager.

JOHN W. EDWARDS, former manager of KAMD Camden, Ark., and **ROBERT CROSS** have joined sales staff of KTFS Texarkana, Tex.

LEONA BRANDES, formerly with Westwood Agency, has joined Los Angeles office of Forjoe & Co., as assistant manager.

ROBERTA ROUNTREE, formerly with M. H. Hackett Adv., New York, has been appointed administrative assistant to **JOSEPH H. McGILLVRA**, president of Joseph Hershey McGillvra Inc., New York. Prior to her association with Hackett, Miss Rountree was administrative assistant to **EDWARD W. WOOD Jr.**, former MBS general sales manager.

JOHN E. PEARSON Co., station representative, has compiled and distributed to timebuyers data on various New York produced established shows available for sponsorship. Programs are broken down into types with information on what merchandising cooperation is available on each station.

ELDON CAMPBELL, sales manager of KEX Portland, Ore., is the father of a girl, Susan.

WESTERN RADIO ADV. Inc. has been appointed by KOLO Reno, Nev., as its Pacific Coast representative. **ADAM J. YOUNG Jr. Inc.**, continues to represent KOLO on the East Coast.

LAWRENCE McDOWELL, commercial manager of KFOX Long Beach, recently won the Southern California Yachting Assn. power boat Donaldson trophy for his navigation and handling of Veralee II at Santa Barbara annual regatta. He also took second honors in Isham trophy race from San Pedro to Santa Barbara.

THE PAUL H. RAYMER Co., will move its Detroit office to newer and larger quarters at 1805 Stroh Bldg., Detroit, on Sept. 1.

A MITE OF MAGIC

Some radio stations seem to have a mystic power over the listeners. Others do not. It's that simple. WAIR is a selling station—the sort of station that keeps sales managers and time buyers happy.

WAIR
Winston - Salem, North Carolina
Representative: The Walker Company

West Coast Business

(Continued from page 16)

and local programming in major Pacific markets.

Although spot radio business dipped a bit during the second quarter of 1947 and continued low during the first part of third quarter in the Southern California area, San Francisco came up with several major national and regional campaigns which took care of the overall billing in the western area. July and August billings have made up for losses from the Southern California area. There were seasonal users of spot, such as Kerr Glass Co., Mutual Citrus Products, Pacific Citrus Products and others, which helped swell total from latter area.

One dominant market fact stands out about the West. This area has successfully absorbed its war-born population increase. As a result the area is paradoxically both a buyer's market and a seller's market.

San Diego emerges as one of the Pacific Coast's primary metropolitan markets through consolidation of its wartime gains, with a 78.3% population increase over 1940. Total yearly income increased 130% from 1940 to 1947. Gain in retail sales topped all American cities in the past year.

Retail sales in the 11 western states continue at record breaking levels. Every major western city, except San Francisco, leads the national average of estimated increased retail sales. Wholesale dollar sales of Pacific Coast merchants for the first quarter of 1947 are up 27% over last year, compared to a 24% increase in the nation.

Importance of Los Angeles as dominant western market is reflected in the increased advertising emphasis by such national concerns as Liggett & Myers Tobacco Co., Owens-Illinois Glass, Brown & Williamson Tobacco Co., Cluett Peabody, Vick Chemical Co., Lever Bros. Co., Miles Lab.

Plans of Advertisers

Entire West Coast advertising appropriation of Peter Paul Inc. (candy, gum), goes to radio, and the firm will do some expansion in that area this fall. Currently sponsoring six-weekly quarter-hour "Bob Garred News" in morning and evening segments on 12 CBS Pacific stations, firm in addition on Aug. 18 starts twice weekly "James Abbe, Commentator" on 39 ABC western stations for 52 weeks. A possible spot announcement campaign is being considered too.

Planters Nut & Chocolate Co. renewed four-weekly "Elmer Peterson, News" on 12 NBC Pacific stations, and has "Harry W. Flannery, News Analyst," thrice-weekly on CBS Western stations. Spots are also used in various Pacific Coast markets.

Cardinet Candy Co., after a hiatus of some months, on Aug. 8 returned to regional network time with a weekly half-hour program on 8 NBC Pacific stations. Additional regional radio and announcements are planned.

California Fruit Chimes Co., San Gabriel, Calif. (candy), is testing with daily participation in "Sunrise Salute" and "Housewives Protective League" on KNX Hollywood. Radio considered for other areas.

Although Brown & Haley Candy Co., Tacoma (Almond Rocca), cancelled "The King's Men" on 7 NBC Pacific stations in early spring, account anticipates return to radio this fall, with plans only in talking stage.

Petroleum companies are continuing to hold their regional network time. Established advertisers are also supplementing selling with spot announcement campaigns in primary and secondary markets of Pacific slope. Some pre-war radio users are returning from spot status to program time; another has resumed after a lay-off of several years.

Universal approach in commercial copy is brand name. In addition some are pushing their respective lines of automotive accessories. Standing out is peak pitch for brand acceptance.

For 17th consecutive year, Richfield Oil Co., Los Angeles, on Aug. 8 renewed six-weekly "Richfield Reporter" on 14 NBC western stations for 52 weeks. Firm, for its Rio Grande distributors in Los Angeles area, has started twice-weekly participation in MBS cooperative "Cecil Brown, Commentator" on KHJ Hollywood. Expansion to other stations considered.

Signal Oil Co., Los Angeles, augmenting weekly "The Whistler" on 16 CBS Pacific stations with baseball on various West Coast stations. Seaside Oil Co., Santa Barbara, Calif., out of radio for some years, has returned with regional network and sponsors twice weekly 15-minute "Gas Again" on 17 Don Lee Pacific stations. In addition program is carried on KHJ only, three days weekly. Union Oil Co., Los Angeles (76 gasoline, oil), in October renews for 52 weeks half-hour "Richard Davis, Private Investigator" on 43 Don Lee Pacific stations, plus KOOL KCNA KTRB.

General Petroleum Corp., Los Angeles (Mobilgas, oil), for second consecutive season, on Sept. 24 starts weekly quarter-hour "Sam Hayes Football Roundup" on 49 Don Lee and Intermountain stations. Contract is for 15 weeks. Petrol Corp., Los Angeles, is an all-year-around user of transcribed announcements in selected California markets.

Standard Oil Co., San Francisco, continues weekly "Standard Symphony Hour" and "Standard School Broadcast on NBC western stations (with latter resuming Oct. 9 after summer hiatus), and also sponsors 30-minute "Let George Do It" on 43 Don Lee and 8 Intermountain Network stations. Advertising budget also includes weekly "All Star Western Theatre" on Arizona stations; 15 and 30-minute daily farm programs on KFI Los Angeles and KPO San Francisco; and spot announcements on selected major and secondary market Western stations.

Tidewater-Associated Oil Co., San Francisco, pioneer in sponsoring seasonal athletic events, continues that policy and will help bring regional network as well as local station dollar volume up at year's end. Weekly PCC football full season of games will be sponsored on 51 Don Lee and Intermountain Network stations, as well as local major games.

Religious Sponsors

Religious business placed from Southern California this past six months dropped off more than 37%, partly because of non-availability of good station time. Many stations are refusing religious accounts, preferring to give time to local ministerial asso-

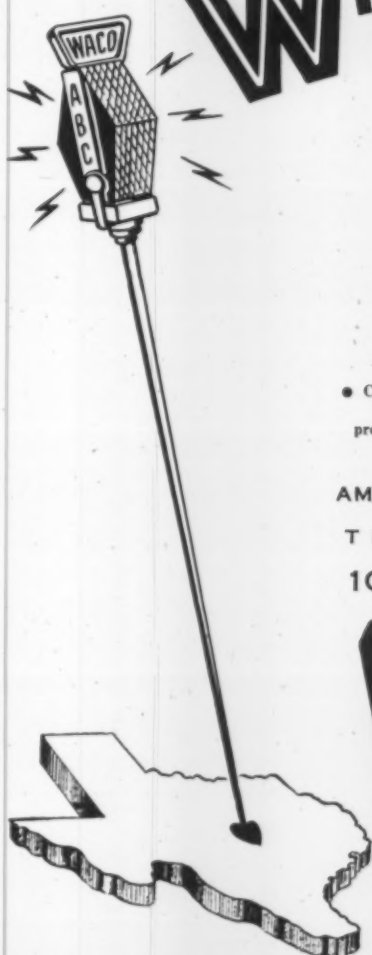
(Continued on page 51)

Jewelers See Fax

A FINCH FACSIMILE circuit was leased by the Elgin Watch Co. to reproduce a daily newspaper at the convention of the American National Retail Jewelers Assn., held in New York's Waldorf-Astoria Hotel Aug. 11-14. Two hour-long editions containing four pages of news, pictures and Elgin advertising were transmitted to the convention daily from WGHF New York, the Finch FM station.

Serving The Heart of Texas

W·A·C·O



● The Heart of Texas is a fast growing, prosperous section, with a critical buying population. It embraces more than 16 counties with a population of more than 500,000 and a buying power of more than $370,000,000.

● Station W-A-C-O, Waco, Texas, covers this market. Surveys and mail count prove that W-A-C-O stands out as one of the best advertising mediums for this rich section.

● Contract renewals on W-A-C-O, plus testimonials from advertisers, proves that advertising on this station gets results.

AMERICAN BROADCASTING COMPANY

TEXAS STATE NETWORK

1000 WATTS 1460 Kc

WACO

WACO, TEXAS

NATIONAL REPRESENTATIVE: WEED & COMPANY

Research on Video Set Components Is Started

A HALF-MILLION DOLLAR research and engineering program designed to reduce sharply the cost of major components used by the television set manufacturers has been started by General Instrument Corp., Elizabeth, N. J., it was announced last week by Richard E. Laux, executive president. Special attention will be paid to such currently expensive items as tuning heads, deflection coils and high voltage transformers, Mr. Laux stated.

The reduction of 90% in the cost of variable condensers effected by General Instrument since 1923 was cited by Mr. Laux as an indication of what such a program can ultimately accomplish. Through technological improvements, the company has been able to reduce the price of a condenser from $7.50 to $.75 in the past 24 years.

The current program will be carried out in the Elizabeth, N. J., laboratory of General Instrument and in that of its wholly-owned subsidiary, the F. W. Sickles Co., Chicopee, Mas.

CANADA's pioneer French station, CKAC Montreal, will operate on a daily 24-hour basis beginning Sept. 27.

ALLIED ARTS

WILLIAM H. KNOWLES, former manager of RCA Victor's educational sales activities, has been appointed general manager of the Educational Sales Dept. of RCA Victor, newly-created department formed in line with company's expansion of activities in manufacture and sale of audio-visual equipment for the educational field. **HARRY E. ERICKSON,** specialist in audio visual equipment, has been appointed sales manager of new department and **GORDON W. BUTLER,** formerly in charge of RCA Victor's personnel and sales training programs employing audio-visual equipment, has been appointed merchandise manager.

JOAN USOSKIN, former assistant director and news writer at CBS, has joined Ed Video Assoc. Inc., New York, as scriptwriter-editor, and **JOANNA NEILSON,** formerly with publicity and public relations department of Greater New York Hospital Assn., has joined Video Assoc. publicity department as an assistant and staff photgrapher.

WILLAN C. ROUX, former manager of NBC Spot Sales Dept., has joined Colyer Printing Co., Newark, N. J. (printing and advertising service), as vice president and treasurer.

LAWRENCE W. KANAGA, who has been engaged in sales and merchandising activities for the past 13 years, has been appointed vice president of the RCA Victor Distributing Corp. and general manager of company's Detroit branch, with headquarters at 1930 E. Jefferson St., Detroit.

NORMAN C. MacDONALD, vice president and general manager of Crosley Distributing Co., New York, has been appointed general sales manager of Crosley Div. of Avco Mfg. Corp., Cincinnati, effective Sept. 2. Mr. MacDonald has been general manager of Crosley Distributing in New York since 1945. **BERT COLE,** who has served under Mr. MacDonald as general sales manager, has been appointed general manager. **SYDNEY D. MAHAN,** former head of sales and advertising, has been named head of advertising, sales promotion and public relations department. **CHARLES MARSHALL HOGAN** has been named resident patent counsel in charge of radio and electronic patents of Crosley Div., replacing **ROBERT L. SPENCER,** who joins patent department of Crosley Div. in Detroit.

Mr. MacDonald

PAUL R. NELSON, former partner in P. H. Morris & Assoc., New York, has joined Harry Coleman & Co., Chicago public relations firm, as account executive.

MURRY BOLEN, former head of Compton Adv., Hollywood, has joined **EDGAR BERGEN** as general manager of Mr. Bergen's California Interests Corp., firm handling Mr. Bergen's radio, television, motion picture and other interests.

SANDY SPILLMAN and **PHIL G. BRADY** have formed Radio Production Bureau in San Francisco, to create custom-built radio programs, promotional broadcast features and publicity specialties.

SEYMOUR D. LEWIS, former special assistant to Attorney General of U. S. and chief of New York office of Anti-trust Div., has joined New York law firm, Rosenman Goldmark Colin & Kaye.

TELEVISION ENGINEERING Co., Washington, D. C., has been named dealer for television receivers made by Industrial Television in the Washington-Baltimore area. Company previously distributed in New York area only, now expects to add dealers in Philadelphia, Boston, Albany and other East Coast cities within next few months.

WILL H. VOELLER, vice president of Universal Radio Productions, Hollywood, and Marguerite Barbara James have announced their marriage.

ROY WILSON, talent manager, has reopened his new offices at 444 Madison Ave., New York, and will represent talent as well as package radio programs. Mr. Wilson was one time part owner of Wilson, Powell & Hayward, and prior to that business manager of talent bureau of CBS.

DR. V. K. ZWORYKIN, vice president and technical consultant of RCA Labs., Princeton, N. J., left New York on Aug. 16 aboard the Queen Elizabeth to attend engineering conferences in Belgium, France and Italy and to visit technical laboratories in England, Holland and Switzerland.

MERIDAN MUSIC Publishing Co., Paris, France, formerly owned by **RALF MARBOT,** has been acquired by **RALPH S. PEER,** president of Peer Music Enterprises, according to his announcement. Mr. Marbot, on a 20-year contract, has been made Paris manager of Meridan as well as Mr. Peer's other firm, Societe D'Editions Musicales Internationales.

NORMAN LINDQUIST, vice president of Television Adv. Productions, Chicago video and consultant firm, will conduct special course this fall at De Paul U. on "Advertising and Promotion" relating to television field.

JOSEPH MacCAUGHTRY, president and general sales manager of The Cardinal Co., Hollywood, packager and producer of transcribed shows, after five weeks on the West Coast supervising building of new programs, has returned to his New York offices.

Simmel - Meservey Video Rates Set

Schedule Varies for Sustainers And Sponsored Programs

SIMMEL-MESERVEY Inc., producers and distributors of educational films and records, have released a colorful new brochure listing their television rate schedule and describing their new school film catalog and video schedule.

The rate schedule for the company's 16 mm. productions is based on audience or set-ownership and is divided into two categories—sustaining and sponsored. Under sustaining are Schedules I and II, the former for areas with over 10,000 sets and the latter for those with under 10,000 sets.

For Schedule I the rates are as follows: First run in area—$25 a reel per showing; second and subsequent runs in area—$15 a reel per showing; monthly rental—$50 a reel. On Schedule II the rates are $15 for first run, $10 for second and subsequent runs and $35 for monthly rental.

In the sponsored category, Schedule III is for areas with over 10,000 sets and Schedule IV for those with under 10,000 sets. Charge for first run in area is $50 a reel per showing for Schedule III and $35 for Schedule IV, while the rate for second and subsequent runs is $35 a reel for Schedule III and $20 for Schedule IV.

The program schedule includes one, two and three-reel productions on such varied subjects as history, travelogs and etiquette. Each film is described and illustrated by a photograph in the brochure.

Louis C. Simmel is president of the firm and Dr. E. A. Meservey is chairman of the executive committee. Other officials include Douglas W. Meservey, former NBC program executive and military governor of Bremen during the war, executive vice president; Edward C. Simmel, vice president in charge of production; Ruth I. Colby, secretary-treasurer; James W. Sever Jr., production associate; Irma M. Lang, director of production control, and J. E. Johnston, director of educational research.

960

Paul H. Raymer Company Nat'l Rep.

WBRC

International News Service

NBC

NBC THE NETWORK MOST PEOPLE LISTEN TO MOST

WBRC FIRST IN BIRMINGHAM SINCE 1925

5000 Watts Day

5000 Watts Night

BIRMINGHAM, ALABAMA

Excess Insurance Covering

LIBEL and SLANDER

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Write us for full details and quotations—or have your Broker do so.

EMPLOYERS REINSURANCE CORPORATION

INSURANCE EXCHANGE BLDG. KANSAS CITY, MISSOURI

West Coast Business

(Continued from page 49)

dations as public service. Others demand a higher caliber program, with no hint of financial help from listener.

There is a summer hiatus too for religious accounts, including "Hebrew-Christian Hour," "Voice of China," "Wings of Healing," and "Old Fashioned Revival Hour." Each of four started cutting their station lists in early spring. From indications all will return to greater coverage in fall, using live and transcribed programs.

Voice of Prophecy Inc., Washington, D. C., on July 1 shifted account from George C. Hoskin Associates, Chicago, to Western Adv. Agency, Los Angeles, and anticipates no change in current setup. Religious group sponsors weekly half-hour live "Voice of Prophecy" on more than 250 MBS stations. Transcribed version of that program is on outlets in 200 selected areas.

Bible Institute, Los Angeles, which formerly used weekly half-hour program on 180 MBS stations, is now concentrating on California, Washington and Oregon, utilizing a 30-minute program on 26 outlets of per-occasional United Pacific Network, twice weekly.

Group alternates with Crew of the Good Ship Grace Inc., sponsoring "Haven of Rest" on 40 United Pacific Network stations thrice weekly. Bible Institute, with fall, contemplates transcribed version of West Coast program on list of stations in other areas. Broadcast Adv., Los Angeles, services both above accounts.

Youth for Christ, Dinuba, Calif.; World's Greatest Book Quiz Inc., Portland; and Country Church of Hollywood, also utilize select stations of United-Pacific Network, using half-hour live programs.

Sunshine Mission, Los Angeles, placing through Ross Sawyer Adv., that city, has transcribed programs on Pacific Coast stations. Winter plans call for expansion to other areas. Grace Rotson, Los Angeles, has her "Bible Lessons" on 11 stations nationally and will add to list. New religious account is Rev. Richard Baron, Oxnard, Calif., with transcribed "Voice of Youth" on KTMS Santa Barbara and KCOY Santa Maria. Other stations will be added, according to Lisle Sheldon Adv., Los Angeles.

Toiletries Busy

Manufacturers and distributors of toiletries continue to recognize importance of the Far West. Many of the majors are using regional network time to supplement transcontinental advertising. Others have additional spot announcements and programs.

Toni Inc., St. Paul (hair wave), augments T.C. radio with weekly 15-minute segment of "Meet the Missus" on 22 CBS Western stations. Spot announcements are used on secondary stations in various markets.

Wildroot Co. (cream oil), is using half-hour weekly "What's The Name of That Song?" on 43 Don Lee Pacific stations, plus CKWX.

Andrew Jergens Co. (hand lotion), has weekly transcribed repeat of ABC "Jergen's Journal" with Walter Winchell on 43 Don Lee Pacific stations.

Pepsodent Division of Lever Bros. Co. (Trim), on July 8 started for 52 weeks half-hour weekly "Count of Monte Cristo" on that same list of stations plus KOOL KALL. Firm in addition sponsors weekly 30-minute "The Saint" on 14 CBS Pacific stations.

With more than 50% of advertising budget marked for radio, 42 Products Ltd., Los Angeles (hair tonic, shampoo), uses thrice weekly "Bob Garred News" on 13 Pacific stations, and in addition the five-weekly five-minute "Spotlight on Hollywood with George Fisher" on 22 ABC Western stations. Firm is also a periodic user of Western spot radio.

Raymond Lab. (Rayve shampoo), sponsors "Sheila Graham" weekly on 43 Don Lee Western stations. Consolidated Royal Chemical Corp. (Krank Shave Cream, Diexin), sponsors five-weekly "Dick Fishell—Sports" on KFWB Hollywood, and has other West Coast spot programs.

Perma-Nail Co., Burbank, Calif. (nail polish base coat), through A. James Rouse Co., Los Angeles, will use regional spot along with other media. Kajol Inc., San Francisco (Gold Leaf shampoo), with appointment of John M. Gallagher Adv., that city, to handle advertising, announced spot radio would be used. Flamingo Manufacturing Co. (Hollywood Flamingo, Sealcote, Zuni nail polish), recently reorganized, has named Milton Weinberg Adv. Co., Los Angeles, to handle national advertising.

Proprietary Accounts

Supplementing national advertising regionally are pharmaceutical and drug accounts.

Whitehall Pharmical Co. has renewed four weekly "Fleetwood Lawton, News Analyst" on 7 NBC Pacific stations, and is slated to resume in early fall the five per week "Real Stories From Real Life" on 10 Don Lee Pacific outlets. Vick Chemical Co. on Sept. 1 starts thrice weekly 15-minute "Fulton Lewis Jr." on 43 Don Lee stations, with Denalan Co. (dental plate cleaner), continuing to sponsor that program on eight outlets twice weekly.

Sterling Drug Co. (Bayer Aspirin), sponsors six-weekly 15-minute segments of "Rise & Shine" on Don Lee full list of Western stations. Associated Dental Products, San Francisco (tooth powder, paste), has weekly half-hour "Band Concert" on seven of those stations.

Miles Labs., through Miles California Co. (Alka Seltzer), supplements T. C. radio with 14 weekly quarter-hour newscasts "Alka Seltzer Newspaper of the Air" on 43 Don Lee stations plus KCNA KOOL. Alka Seltzer also sponsors daily 15-minute "Fred Beck Show" on CBS Pacific stations. Some of these accounts also use spots and programs on secondary market stations.

Thrifty Drug Co., Los Angeles (chain stores), is a heavy user of Southern California station time. Besides live and transcribed shows of various types, year-around schedule of announcements is utilized. Rexall Drug Co. maintains a heavy schedule in primary markets where it has retail stores. In addition to current program schedule on WCOP WNEW KPO KGO KNX KMPC, drug chain on Sept. 5 starts sponsoring 16 home and road games of Los Angeles Rams on latter station.

Although many manufacturers and packagers of food products are still suffering from post-war readjustments, they are prime users of regional network and spot radio time. Sales activity will continue at a high level in the food industry for the next few years is consensus. Manufacturers and packagers currently using radio are selling standard brands as well as new products.

Flotill Food Products Inc., Stockton, Calif. (canned foods), has an advertising appropriation of $260,000 with 35% slated for radio. Currently sponsoring participation in "Martin Block Presents" on KFWB Hollywood and combined "Sunrise Salute" and "Housewives Protective League" on KNX Hollywood, firm plans heavy national live and transcribed spot announcement campaign starting about Oct. 1. Participation programs will also be utilized, according to The Tullis Co., Hollywood, agency servicing account.

With an over-all advertising appropriation of $225,000, Venus Packing Co., Vernon, Calif. (packaged dried fruits, beans), has budgeted approximately 50% for radio. Fall regional network program is being considered along with announcements in selected markets. Tullis Co. handles account.

Food Co-ops Coming In

Adding to the healthy picture are two major food cooperatives who are coming into radio in late fall. Although unnamed by agency handling account, definite commitments are being made for mid-October start, it was said. Spot programs will be used in select major eastern markets. Other unnamed account, out of radio since pre-war days, plans an early fall start on short term contract, and will go into Texas as well as other special markets.

National Biscuit Co. returns to NBC western stations with a six-weekly 15-minute morning show featuring Lew Lacy on Oct. 4. Currently firm is sponsoring newscasts in the Intermountain region and Arizona, and also on occasion uses spots.

Southern Cotton Oil Co. (Wesson oil, Snowdrift), on Oct. 9 renews for 52 weeks, the weekly "Noah Webster Says" on 7 NBC Pacific stations, plus KGU Honolulu.

Tillamook County Creamery Assn. (dairy products), has "Tillamook Kitchen with Bennie Walker" on 7 NBC Pacific stations, with renewal coming up Dec. 19.

Barron-Gray Packing Co. (vegetable juice), currently sponsors five-minute weekly "Ona Munson in Hollywood" on 10 CBS Pacific stations.

Lindsay Ripe Olive Co., Lindsay, Calif.

(Continued on page 53)

WETB will go on the air at Johnson City, Tenn., Oct. 1 as a 1-kw daytime independent on 790 kc, using temporary studios just outside the city. Meantime, architect's plans (above) have been drawn for WETB's downtown studio building across the street from the Johnson City *Press-Chronicle*, with which the new station is affiliated. Functional design will be used throughout new building, with front constructed of aluminum and featuring raised call letters in red. Structural and prism glass will be used in the lobby. Permittee of WETB is East Tennessee Broadcasting Co., whose officers are: Carl A. Jones Jr., president; H. L. Jones, vice president, and Clarence W. Bralley, assistant secretary.

It will soon be 630 in Savannah

Coverage from Within
OF FOUR NEW MEXICO
MAJOR MARKETS

Is Possible Only With the Only Regional Network in New Mexico

Zia Network stations at a package rate or as single stations are the best buy in the Southwest!

Zia Network

Represented By
HOMER GRIFFITH CO. inc.

PRODUCTION

THOMAS FREEBAIRN-SMITH, free-lance radio director, has joined KFWB Hollywood as production manager and program director. He replaces **BILL RAY,** who has become assistant to **HARRY MAIZLISH,** station general manager.

ROBERT SAVAGE, assistant continuity director of ABC Central Div., has been appointed continuity director, succeeding **CHRIS FORD,** who resigned to join radio department of Needham, Louis & Brorby Inc., Chicago.

LeROY HALE has joined KTBI Tacoma, Wash., as continuity and production chief. He also is m.c. of "Love That Housewife" show on that station. **MARTIN TYE,** formerly with KSFO San Francisco and KFAR Fairbanks, Alaska, has joined KTBI as operator-announcer.

FRED CONGER, member of staff of WREN Topeka, since September 1946, has been named program director of that station. He succeeds **ARDEN BOOTH,** resigned. **WILL YEAROUT Jr.,** formerly with WREN, has returned to the station as m.c. of early morning show.

IRENE DUGAN, vocalist, has returned to WLAW Lawrence, Mass., conducting a weekly show. Miss Dugan is one of the original artists heard on WLAW when it first went on the air in 1937.

ROLAND BRADLEY, formerly with KOMO-KJR Seattle, WINS New York, WBAL Baltimore and WGY Schenectady, has been appointed program director of KJR Seattle. Mr. Bradley returns to radio after five years as engineering historian for Boeing Aircraft Co. He first entered radio in 1928 at WGY and served with above mentioned stations until 1942 when he joined Boeing. Simultaneously with appointment of Mr. Bradley, was appointment of **HOMER POPE** as operations chief of KJR.

Mr. Bradley

CARL SCHAELE, CBS Hollywood sound man, has been made an assistant director, and also for professional purposes legally changed name to Carl Harwood.

JOHN BAIRD, on staff of KMPC Hollywood for past three years as announcer and night supervisor, has been named chief announcer.

WENDELL ODLAND has been appointed chief announcer of KFBI Wichita, Kan.

RAY SINCLAIR has been appointed musical director of WJNC Jacksonville, N. C. He succeeds **ED COX,** resigned.

BETTY STEINMAN, formerly with Red Cross in Japan, has joined continuity staff of WMRN Marion, Ohio.

PAUL BARON, former program director of KFMB San Diego, and with continuity department of WMCA New York, has been appointed program director of WHUC Hudson, N. Y., to begin operations Sept. 1.

BOB LEWIS, formerly with KBON Omaha, has joined staff of KFAB Omaha, as announcer and newsman.

GENE P. LOFFLER, program director of WNAX Yankton, S. D., has resigned to become program director and director of artists' bureau of KWWL Waterloo, Iowa, on Sept. 1.

WBBM Chicago and two staff members, **ELIZABETH WOLCOTT** and **CLARE YOUNG,** have been awarded meritorious service citations from 5th Army "for voluntary efforts and outstanding achievement within 5th Army area in behalf of the U. S. Recruiting Service."

WILLIS CONOVER, record m.c. at WWDC Washington, and Mary Evelyn Felker planned to be married Aug. 24.

ART FANER, formerly in music department of WJJD Chicago, is now writing musical shows for WEEK Peoria, Ill.

HERE'S one continuity writer whose lines have attracted attention. She's Hallie Dockery, a writer on the staff of WTIK Durham, N. C., and she's been chosen to represent Durham in the state finals for the annual Miss America Contest. Miss Dockery, who is 21, stands 5'5" and weighs 118, will receive her A.B. in radio next December from North Carolina U. In addition to her writing duties at WTIK, she is co-m.c. of a daily record show.

DOUG SHERWIN, production manager and chief announcer of KGLO Mason City, Iowa, is public speaking champion of Toastmasters International. Mr. Sherwin reached finals held in Minneapolis, through a series of local, district and zone eliminations.

FRANCES CASTLE, graduate of Chamberlain School of Retailing, Boston, has joined continuity staff of WLAW Lawrence, Mass.

ROBERT WOOD, operations manager of WCBS-TV New York, CBS video station, and Mrs. Nancy Gould Eriksen, of Pelham Manor, New York, have announced their engagement. Wedding will take place in September.

ART GILMORE, Hollywood announcer, has completed narration of "Sun Valley Fun," Warner Bros. short subject film.

JIM SCHLOSSER, news writer of WTMJ Milwaukee, and Geraldine Sowle have announced their marriage.

SHERMAN FELLER, m.c. of "Club Midnight" program on WEEI Boston, has had his song, "I'm Cooked, Boiled 'n' Toasted," published by BMI.

HOMER CANFIELD, NBC Western network production manager, is the father of a boy, Christopher.

AL CARVER, music librarian of NBC Central Division, and Jeanne Swanson, of Chicago, were married Aug. 9.

GEORGE GOODIN is handling summer relief announcing for KTFS Texarkana, Tex.

BILL LEYDEN, record m.c. of "Music Hall" program on KMPC Hollywood, has established representative group of 13 female listeners to make program suggestions and have monthly meetings.

JAY SEYMOUR, music librarian of WPAT Paterson, N. J., and Thelma Silber have announced their engagement.

MRS. JACK WHITING, woman's program director at KVOA Tucson, Ariz., is the mother of twin boys, Patrick and Michael, born Aug. 11. **WYNN RUGER** has replaced Mrs. Whiting.

ABC SPOT SALES division is currently mailing BMB station audience reports for ABC owned and operated stations and WMAL Washington, D. C., to time-buyers and advertising agencies. The BMB material has been integrated in individually colored file-size folders—each with descriptive tabs. Each station folder includes a daytime and nighttime map, county and city circulation figures, together with explanatory notes on BMB technique.

WNBC 25 YEARS OLD; PLANS HOUSING SERIES

WNBC NEW YORK last week announced it would celebrate its 25th anniversary with a series of special programs investigating "the most vexing of local problems," the housing scarcity.

Series is tentatively scheduled to consist of four or five half-hour programs "in prime evening time" and will start probably on Sept. 12.

In announcing the program series, James M. Gaines, manager of WNBC and director of NBC owned and operated stations, said that "we decided on this method of observing our 25th anniversary rather than resorting to the usual nostalgic program because this question is of paramount importance to everybody in the WNBC area."

Planning and research for the program series have been underway for a month, Mr. Gaines reported. Thomas B. McFadden, WNBC assistant manager, has been appointed supervisor of the project. Agnes Eckhardt has been engaged as a special researcher and writer.

Clay Daniel will produce the series, D. L. Provost, WNBC program manager, will supervise production, and Fred Heywood, WNBC news and special events director, will supervise broadcast interviews with housing leaders.

COUNCIL RECORDED

Precedent Broken in LaCrosse In Relaxing Disc Ban

WIRE RECORDINGS of sessions of the La Crosse, Wis. City Council now will be permitted, as a result of council action granting the recording privileges to WKBH.

It was believed to be the first time that an American city council has ever permitted its proceedings to go on a public record. The decision was taken after two months of consideration.

The permission was granted in the form of a resolution containing a provision that the recordings may not be made until the station is equipped to record the voices of everyone on the council.

WCOA

PENSACOLA, FLORIDA

Increases Power to

5000 WATTS

Northwest Florida's NBC Outlet Broadens Field This Month!

WCOA, in switching to a powerful 5000 watts, brings to reality a long-planned expansion program. Pensacola listeners will now enjoy greater volume for their favorite NBC Broadcasts with virtual elimination of interference from outside stations. And reception will be remarkably improved in the large surrounding area, which includes the permanent Naval Air Training Base, largest of its kind in the country.

WCOA offers primary coverage in Northwest Florida and Alabama where NET effective buying income is now over $111,000,000 annually! There is an ample sales potential in this enlarged Pensacola market.

JOHN H. PERRY ASSOCIATES

New York, Philadelphia, Detroit, Chicago, Atlanta

WHB

Kansas City

• MUTUAL NETWORK

COMING! • FULL TIME

• 5000 WATTS

• 710 KILOCYCLES

Canada's WAB Annual Meet Plans to Cover Wide Agenda

PUBLIC RELATIONS and selling the medium feature the 13th annual meeting of the Western Association of Broadcasters to be held at Minaki Lodge, Minaki, Ont., Sept. 3 and 4, with Bert Cairns, president of the WAB, in the chair. Bulk of the business at the session will be a discussion and reports on work of the Canadian Association of Broadcasters, the national organization, according to the advance agenda.

Meetings open at 10 a. m. Sept. 3 with a report from the president, and appointment of various committees, introduction of delegates, greetings from the British Broadcasting Corp. and the Canadian Broadcasting Corp. Reports will be presented from the Small Markets Committee, the agency franchise committee, and the practices and procedure committee. Afternoon session will be devoted to report and discussion by Harry Dawson, manager of CAB, on general and administrative CAB business, and by Jim Allard, public service director of CAB, on public relations and the Parliamentary Radio Committee. Canadian Marconi Co. will give a cocktail party prior to the annual dinner.

Thursday morning session, Sept. 4, will be devoted to presentation by Doug Scott, CAB director of broadcast advertising, and a report by Jack Slatter, Radio Representatives Ltd., Toronto, chairman of the CAB Music Committee, on latest development in AFM problems. Afternoon session includes election of officers, reports from committees, financial report, decision on next annual meeting place and dates. After adjournment a boat trip has been arranged to Kenora, Ont., where CJRL Kenora will be host to a dinner party at Devil's Gap Lodge.

With meeting place at eastern section of WAB region, large attendance of eastern Canadian advertising personnel is expected, and a number of eastern broadcasters will attend, including CAB directors Col. K. S. Rogers, CFCY Charlottetown, and Ralph Snelgrove, CFOS Owen Sound, Ont.

West Coast Business

(*Continued from page 51*)

(canned olives), is sponsoring twice weekly 15-minute participation in "Kate Smith Speaks" on 43 Don Lee Western stations.

Pict-Sweet Foods Inc. (food products), off the air for several months, resumes in early October with a Sunday half-hour on 16 CBS Pacific stations. Spot announcement schedule is also being considered with placement through Ruthrauff & Ryan, San Francisco.

Other Food Sponsors

Unsettled are advertising plans of Loma Linda Foods Corp., Arlington, Calif. (food products). Firm has been sponsoring twice weekly afternoon "Melody House" on 11 CBS Pacific stations, but cancelled Aug. 1, and is considering spot. Elwood J. Robinson Adv., Los Angeles, is agency.

California Fig Institute, Fresno, Calif. (cooperative), placing through Elwood J. Robinson Adv., in a six-month intensive campaign starting about Oct. 15, will use participating programs on major stations in nine eastern, five midwestern cities and Los Angeles. A minimum of $100,000 will be spent for advertising in all media, with spot broadcasting receiving major portion.

California Prune & Apricot Growers Assn. (Sunsweet Tenderized fruits), has weekly five-minute "Surprise Theatre" on 13 CBS Pacific stations. Spots are used in additional markets.

Hunt Foods Inc., Los Angeles (canned foods), sponsors of five weekly "What's Doin' Ladies?" on 21 ABC western stations is currently studying entry into Texas radio market.

Safeway Stores, Oakland, continue five weekly "Aunt Mary" (Canterbury tea, Nu-Maid Mayonnaise) and "Dr. Paul" (Sunny Dawn tomato juice, Dwight Edward Coffee), on 28 NBC western stations. Safeway, for second consecutive year, is considering sponsorship of forthcoming full operas of San Francisco season over an "elastic" network of independent western stations. Broadcasts, with attending promotion, cost firm more than $100,000 last season. Additional regional network and continued spot radio are planned.

Rosefield Packing Co., Oakland (Skippy peanut butter), has weekly half-hour transcribed "Skippy Hollywood Theatre" on 35 stations, and in fall plans to expand into Michigan and Southern markets.

Wilson & Co., Los Angeles (smoked meats, margarine, dog food), has appointed Brisacher, Van Norden & Staff, Los Angeles, to handle West Coast advertising and will continue to use spot announcements and programs on stations along with other media.

Luer Canning & Packing Co., Los Angeles (canned meat products), continues as user of spot programs on West Coast independent stations.

Louis Milani Foods Inc., Los Angeles (salad dressing), with Garfield & Guild Adv., San Francisco, handling Northern California, Oregon and Washington advertising, and Jim Ward & Co., servicing account in all other markets, continues to use spot broadcasting, utilizing announcements as well as programs on selected stations.

McBride Food Products Co., South Pasadena, Calif. (cake mix), will test with daily participation in combined "Sunrise Salute" and "Housewives Protective League" on KNX for 13 weeks, starting Sept. 22, before going into other Pacific Coast markets, utilizing home economics programs. Agency is Lisle Sheldon Adv., Los Angeles.

J. A. Folger & Co., San Francisco (coffee), on Aug. 7 renewed for 52 weeks, thrice weekly quarter-hour "Breakfast News" on 43 Don Lee Western stations, plus KOOL KCNA, and in addition has another three per week newscast on that list of stations.

Washington State Apple Commission, Seattle, seasonal users of regional network and spot time, has bought thrice weekly "Knox Manning News" for start on 12 CBS Pacific stations in early Oct.

Arden Farms, Los Angeles (dairy products), is using an average total of 100 transcribed announcements weekly on 12 Southern California and Arizona stations with similar campaign under way in Oregon and Washington. Agency is Allied Adv., Los Angeles. Viewing expansion to a regional network, firm is testing with weekly kids' program "Hail The Champ" on KGER Long Beach, Calif. Placement is through Mogge-Privett, Los Angeles.

Soap Campaigns

Stimulated markets exist for soap products, detergents and cleaners. Standing by their schedules and in some instances branching out to new areas before year-end are many of these manufacturers. Included too are distributors of other grocery store items, as revealed by agencies servicing such accounts.

Los Angeles Soap Co., Los Angeles (White King, Merrill's Rich Suds, Sierra Pine, Scotch cleanser), is spending approximately $300,000 annually in western radio, and in addition to regional network, uses news flash announcements and newscasts on stations in special markets. Besides the thrice-weekly 15-minute "Breakfast News" on 43 Don Lee Pacific stations, plus KOOL KCNA, firm sponsors "Frank Hemmingway, News" three times per week on same list of network stations. Firm also has "Knox Manning News" five weekly on 8 CBS California stations. Other radio is contemplated.

Par Soap Co., Oakland (granulated soap), utilizes thrice-weekly 15-minute segment of "Kate Smith Speaks" on 59 Don Lee-Mutual Western stations. Soap company also sponsors twice-weekly CBS cooperative "Art Linkletter's House Party" in California, Arizona and Montana, and "Bill Henry, News" five weekly in Montana.

Chemicals Inc., Oakland, Calif. (Vano), sponsors weekly 15 minutes of "Meet the Missus" on 12 CBS Western stations. Simonize Co. (floor polish), has weekly quarter-hour segment of program on 20 CBS Western stations.

Purex Corp. (liquid bleach), has renewed weekly "Sunday Evening Summary" on 45 Don Lee Western stations. Turco Products Co. (Tay detergent), recently appointed The Mayers Co., Los Angeles, to handle regional consumer advertising and will continue to use local station radio.

Flour Firms on Air

Although Fisher Flouring Mills, Seattle (flour, cereals), dropped major portion of West Coast radio during summer, firm on Sept. 2 starts for 52 weeks, quarter-hour participation twice weekly in MBS cooperative "Kate Smith Speaks" on 43 Don Lee Pacific stations. Firm currently is concentrating on newscasts in its home state of Washington.

General Mills Inc., Minneapolis (Sperry pancake, waffle flour), on July 28 started ninth year sponsoring six weekly early morning "Breakfast News" with Sam Hayes on NBC Pacific stations. Firm continuing six-weekly serial "This Woman's Secret" on NBC Pacific. Other West Coast radio is used.

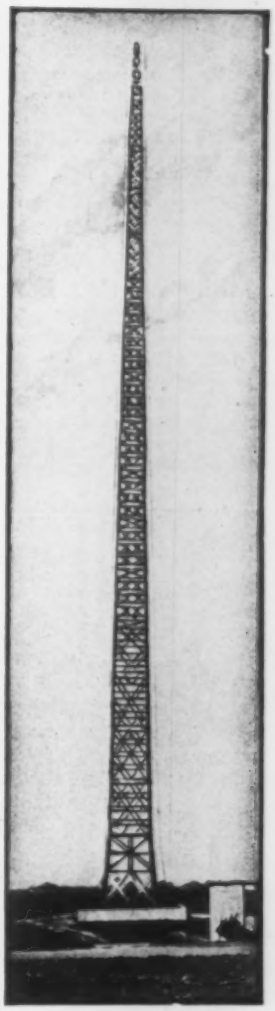
Bakery chains remain consistent users of Pacific Coast regional network as well as spot radio. Langdendorf United Bakeries, San Francisco (bread), sponsors thrice-weekly half-hour "Red Ryder" on 10 Don Lee Pacific stations. Interstate Bakeries Co. (Weber's bread),

(*Continued on page 56*)

Lehigh

Invites Your Inquiries for

AM-FM TV TOWERS



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•

LEHIGH
STRUCTURAL STEEL CO.

17 BATTERY PL.
NEW YORK 4, N. Y.

•

PLANT AT ALLENTOWN, PENNA.
OFFICES IN PRINCIPAL CITIES

L & M to Drop Some Daytime Record Shows

LIGGETT & MYERS Tobacco Corp., New York, (Chesterfield cigarettes) reportedly is dropping sponsorship of a number of its daytime record shows as contracts run out. Reason for the move, it is said, is so that the money budgeted for these shows can be transferred to the sponsorship of the two additional days on the *Arthur Godfrey Show* on CBS. The advertiser has been sponsoring the program Monday, Wednesday and Friday and will increase to five days across the board this fall.

Disc jockey shows on the list to be dropped are as follows: Ted Husing and Freddie Robbins in New York, Maury Farrell in Birmingham, Gil Newsome in St. Louis and Martin Block in Los Angeles.

The company will however continue to sponsor Martin Block in New York, Eddie Hubbard in Chicago, Peter Potter on the Don Lee Network and Zack Hurt on the Texas State Network, as well as its *Chesterfield Supper Club*, five times weekly with Perry Como and Jo Stafford on NBC. Newell-Emmett Co., New York, is the agency.

Miller on Poll Board

JUSTIN MILLER, NAB president, has accepted appointment to a five-man advisory board for the radio acceptance poll to be conducted among college students, according to St. Joseph's of Indiana [BROADCASTING, Aug. 18].

Poll committees will grade comedians.

AGENCIES

ROBERT WEENOLSEN, former program manager on Borden and Bristol-Myers accounts at Young & Rubicam, New York, has been appointed supervisor of radio at Sherman & Marquette, New York. **JOE RINES,** former freelance director, who has been directing Judy Canova program, has been appointed director of radio of Sherman & Marquette Hollywood office.

RICHARD E. HACKENGER, program director for past four years of New York Philharmonic broadcasts, has resigned as radio director of Campbell-Ewald Co., New York.

DENYS SCOTT has been appointed manager of Bombay office of J. Walter Thompson Co., it was announced last week by **E. J. FIELDEN,** head of the agency's India operations.

GORDON CATES, vice president and contact supervisor of Young & Rubicam, New York, has resigned. His future plans are to be announced later. Mr. Cates was contact supervisor on General Foods account.

J. ROBERT MENDTE, formerly of John Falkner Arndt Agency, Philadelphia, has been named manager of New York office of Smith, Davis & Co. and **CAPT. VINCENT MANNO** has been elevated to post of general manager and assistant treasurer of Smith Davis.

H. P. KELLY has been appointed radio director of Russell T. Kelly Ltd., Hamilton, Ont. He is son of president **RUSSELL T. KELLY,** who also is Ontario Minister of health.

MURRAY PACKARD, formerly with Behel, Waldie & Briggs Inc., Chicago, has joined media department of Evans Assoc. Co., Chicago.

HOWARD T. WORDEN, former independent movie producer and prior to that with Foote, Cone & Belding as a vice president, has joined Geyer, Newell & Ganger Inc., New York, as an account manager. He will be in charge of handling Kelvinator account and he will work under supervision of **JOHN L. McQUIGG,** vice president and manager of agency's Detroit office.

HENRY A. MATTOON, head of all publication creative work and manager of copy department of Compton Adv., New York, has been elected vice president of the agency.

BUD ERNST, producer, has resigned from Raymond R. Morgan Co., Hollywood, to freelance as program packager.

ROBERT J. McANDREWS, audience promotion head of Young & Rubicam Inc., Hollywood, is to address Beverly Hills Rotary Club on "Hucksters—Fact or Fiction" on Sept. 29.

AL COFFEY, former partner of Ceak. Baum, Coffey & Assoc., Los Angeles public relations firm, has joined Mays & Bennett Adv., that city, as publicity director and account executive.

MARTIN R. KLITTEN, co-owner of Klitten & Thomas, Los Angeles advertising agency, has been elected vice president of Alpha Delta Sigma, national advertising fraternity.

BRADSHAW THURSTON, formerly with Hunter Screen Unit and New York World-Telegram, has joined Seidel Adv. Agency, New York, as account executive.

BERTA KLAIF, former freelance writer and press representative for Carl Fischer, New York music publisher, has been appointed copy chief at Rodgers & Brown, New York.

LLOYD W. DUNN, president of Dunn-Fenwick & Co., Los Angeles agency, is the father of a boy.

GARRY J. CARTER, Toronto, has formed Garry J. Carter of Canada Ltd., which takes over assets of Frontenac Broadcasting Agency, Toronto, of which Mr. Carter has been managing director. Offices will be continued at 394 Bay St., Toronto. New company will branch out with handling other media than radio, and is affiliated with Garry J. Carter Inc., New York, transcription distribution agency, of which Mr. Carter is president.

LUISE JOHNSON has joined New York office of Gordon M. Day Radio Adv. Service.

DAVID S. HILLMAN, account executive of The Mayers Co., Los Angeles agency, is the father of a girl.

AUBREY MENEN, executive of J. Walter Thompson Co.'s Bombay office, was selected to give two world broadcasts from New Delhi, India, on Aug. 15, day India gained its independence.

ERWIN, WASEY & Co., New York ,has announced the opening of a Los Angeles office. Accounts to be handled there include Carnation Co., Carnation Fresh Milk and Ice Cream Div., and Albers Milling Co.

RHODA B. RAIDER, recently appointed radio director of Alvin Epstein Adv., Washington [BROADCASTING, Aug. 11], was introduced to the trade at a reception held a fortnight ago at Washington's Statler Hotel.

WILLIS S. MARTIN Co., Fort Wayne, Ind., has been elected to membership in American Assn. of Adv. Agencies.

W. DOTY EDOUARDE, radio timebuyer of Badger & Browning & Hersey, New York, and Jane Melville have announced their marriage.

MORT BASSETT, timebuyer at Morse Int. Inc., New York, is the father of a boy, Kenneth Scott.

S. J. SMITH has resigned as vice president of John Freiburg & Co., Los Angeles agency, to join Carter & Galantin Inc., that city, point-of-purchase display engineers.

DAN KANE, assistant timebuyer at Dancer-Fitzgerald-Sample, New York, and **AGNES PRIE,** of Air Features, New York, were married on Aug. 9.

WINTER-SPRING Hooperating report and data have been compiled into sales folder by WFBL Syracuse, for use by its salesman. Folder is headed "No Wonder—In the Syracuse Market—WFBL Delivers More Sales at Less Cost to Advertisers!", and gives detailed report on Hooperating of WFBL shows.

ALL-OUT FOR WIN

Magazine, Networks, Sponsors, Agencies Join In

WIN ELLIOT, who is m.c. of the CBS Borden Co.'s *County Fair* show, the ABC *Betty Crocker Magazine of the Air* program, sportscaster for CBS television, narrator of the ABC *Willie Piper* show and future m.c. of MBS *Quick as a Flash*, was the recent subject of a story titled "Radio Emcee" by Richard Truelsen, associate editor of the *Saturday Evening Post* [BROADCASTING, Aug. 4].

Curtis Publishing Co.'s promotion department, Borden's agency, Kenyon & Eckhardt, BBDO, the Curtis agency, ABC, CBS and Arthur H. Miller, public relations representative for Mr. Elliot and *County Fair* all contributed to a tie-in campaign. The Borden Co. house organ published a news story quoting from the *Post*. Stuart Peabody, assistant vice president in charge of advertising and public relations for Borden, sent letters accompanied with the magazine to all top Borden executives and letters to Borden field personnel suggesting the latter tell their customers about the story.

Curtis sent 1,000 letters to Borden branch and regional offices, made up 1,650 postcards announcing the article, sent to 1,400 persons on the Kenyon & Eckhardt list and 250 on the CBS list. ABC, CBS and Kenyon & Eckhardt and Arthur Miller released news stories to papers all over the country.

BBDO, which handles the *Post* advertising, placed 43 spot announcements on eight New York stations plugging the article, and the article was advertised by the *Post* in newspapers.

WITH Ruthrauff & Ryan Inc. reported to have option rights for an unidentified prospective sponsor, Irwin Gelgood, documentary film writer, and Jack Rose, producer, have packaged a new half-hour dramatic series designed to bring documentary technique to radio. Series will use top film names in new technique.

RECORDING "open-end" transcriptions?
That's a man-sized job...better do it at UNIVERSAL IN CHICAGO

Universal Recording Corp.
on top of the OPERA BUILDING

transcription masters
phonograph masters
processing and pressing

NOW 5000 WATTS

KTFI
TWIN FALLS · IDAHO

PROMOTION

CLEVERLY illustrated brochure featuring Fred Beck and his early morning show on the Columbia Pacific Network has been distributed to the trade. Titled "The Myopic Gargoyle," brochure tells the story of Mr. Beck's rise to fame with his newspaper column and recently with his own radio show. Cartoon drawings throughout the brochure show Mr. Beck carrying streamer, wearing sandwich sign, beating drum, riding an elephant, etc., all bearing the inscription, "Hear Beck." For a sample of what he does on the air, a small recording of his show is inserted in the center spread. Record may be played on home record-player. Attached to front cover of the brochure is a note from D. W. Thornburgh, vice president in charge of CBS Western Division, stating, "Sorry! It's too late to buy Beck. He has just started to work for Alka-Seltzer. But we believe that you will be interested in this program. . ."

Honors Team Manager

BACKING the home baseball team, newly formed Odessa (Tex.) Oilers, KRIG Odessa and the local newspaper, the Odessa American, have conducted a joint promotional campaign for the team and its manager, Howard McFarland. Climax of the campaign came in designating a Howard McFarland Night at the local ball park when the fans presented a check to Mr. McFarland for $1,767, plus a gift from the Oiler Players. KRIG raised $1,250 toward the gift, and broadcast the presentation and ceremonies of Howard McFarland Night.

TO PLUG programs of Rush Hughes, KXOK record m.c., and Paul Whiteman, ABC's new disc jockey, KXOK St. Louis prepared these colorful posters. Some 100 four-color posters of 24-sheet size have been placed in and around the city.

WLS Booklet

SIXTEEN-PAGE booklet is being distributed to advertisers, agencies and trade papers as latest promotion of WLS Chicago. Booklet is comprised of 13 two-color, coated stock ads which have appeared in BROADCASTING so far this year, and is designed to point up station's coverage in Mich., Ill., Ind., and Wis., and to acquaint readers of booklet with people whose names are mentioned in ads. Included with booklet is letter from Glenn Snyder, manager of station.

Nickname Contest

CONTEST among listeners to submit a nickname for Ewell Blackwell, pitching star of Cincinnati Reds baseball team, is being conducted by WCPO Cincinnati on its "Train Time" program. Paul Hodges, who conducts "Train Time," is asking listeners to submit a nickname along with a 25-word statement supporting the choice. First prize for the contest is a new 1947 Dodge Sedan. "Train Time" is heard on WCPO Mon.-Sat. at 7:15 p.m.

'For Women Only' Brochure

BROCHURE featuring "For Women Only" program has been issued to all agency contacts by WCAU Philadelphia. Piece is a follow-up of a promotion a year ago titled "The Welcome Mat Is Out in the City of Homes." New brochure uses the theme "Here's Your Key to the City of Homes." Done in two colors, inside spread carries gold embossed key imprinted with show title, "For Women Only."

News Story

STORY of news department of KLZ Denver is presented in novel promotional piece being distributed by that station to 2,000 leaders in agencies, business and education circles. Labeled "Today's BIG Story" and featuring drawing of a news printing machine, story is tipped on to simulate wire service paper coming off the machine. Wire paper (29 inches long) is folded and cannot be read until seal holding it to the piece is broken. Short biographies and photos of each member of the news staff are included.

Spoons Are Reminders

SETS OF SIX 1847 Rogers Bros. demitasse spoons were sent out by Young & Rubicam's promotion department to remind editors that Ozzie & Harriet were returning to the air this fall on Sundays. Teaser card was sent out a few days before to inform recipients that the couple would be "at home" and a silver gift was on its way. Spoons are made by the sponsor, International Silver Co.

Annual Motor City Poll

ANNUAL Motor City poll to determine most popular dance orchestra, male singer, female singer, and small musical group has been conducted by "Jack the Bellboy" over WJBK Detroit. No gimmicks, offers, or prizes were used to influence mail pull. Letters and cards were received after air announcements were made of annual poll. Bob Anthony, WJBK promotion director, is prepairing special scrolls of merit to be presented to artists with top honors.

Hi-Li Contest

SIXTEEN bicycles, 420 pairs of roller skates and several thousand deluxe model Hi-Li paddles will be awarded as prizes in Hi-Li contest to be sponsored by WMAQ Chicago in more than 200 playgrounds in early September. Only requirements are that contestants be 15 years old or under and that they register with playground supervisors on date to be announced. Winners will be determined by number of consecutive hits rather that trick shots, with one girl and one boy chosen each week for four-week period from each playground. Best five boys and five girls from each playground in each of preliminary contests during first four weeks also will receive deluxe Hi-Li paddle-ball set, with candy and ice cream for all.

Soap From WASH

PLASTIC soap holders, with a bar of soap included in each, have been distributed to the trade by WASH (FM) Washington. Made of red plastic, the soap holder carries the inscription, "Watch WASH—FM—WASHington, D. C. Everett L. Dillard, Gen. Mgr."

'Birthday Club' Promoted

MERCHANDISING TIE-IN is being used by WSAM Saginaw, Mich. and Saginaw Dairy to promote "Birthday Club" program sponsored by the dairy on WSAM. Dairy's 20 horse-drawn wagons and 25 trucks carry advertisements for the program and in addition milkmen are personally soliciting youngsters in the area. Registration slips asking for birth date and age are given to children and each child is registered in the Birthday Club. On his birthday, the child receives a cleverly designed birthday card and greetings are extended on the program, which is aired on WSAM each Saturday morning. Station reports 8,000 registrations in club.

Mutual Promotion

MUTUAL promotion idea has been set up for P. Lorillard Co., Old Gold show by its agency, Lennen & Mitchell, New York, with Columbia Records. Idea is to have a different Columbia Record artist appear on Old Gold show in guest spot introducing a new song performed just as it was on the recording. Record company will have records of weekly guest star made available at retail counters. Advertising will mention that star can be heard on the Old Gold show while program itself will mention the record and its retail counter availability. Show starts on CBS Sept. 4.

'Lovable Girl' Contest

STATEWIDE contest to pick New Jersey's "Lovable Girl-of-the-Month" is being sponsored by WAAT Newark, Walter Reade Theatres and RKO Proctor's Theatre in Newark. Hal Tunis, WAAT record m.c., daily appeals to his listeners to aid in the search for the "Lovable Girl-of-the-Month" to be picked Aug. 28 in the statewide finals at Asbury Park. Talent and beauty are not the sole qualifications for the contest winner. Personality test will be used by Harry Conover, model agency, and Cover Girl Candy Jones to help find the answer to what makes a girl lovable.

Philco Flying Discs

RESIDENTS of New Jersey coastal towns saw much-talked-about flying saucers recently when Philco Distributors for New Jersey area released half a million flying discs from CAP planes in a promotion for Philco's new television receiver. Saucers carried an ad for new Philco video receiver on one side and a Civil Air Patrol recruiting plug on the other.

La France Contest

FIRST PRIZE of a Westinghouse Automatic Laundromat and $1,000 in cash is being offered by La France Bluing Flakes, General Foods Corp. product, for winner of contest which consists of completing the sentence in 25 words or less—"I Like La France Bluing Flakes containing luminess better than any other bluing because. . ." Writers of 39 next best statements will each receive Westinghouse Laundromats. Entries must be accompanied by top from box of La France. Contest will be promoted between Sept. 7 and Oct. 4, three times weekly on La France "Second Mrs. Burton" program on 65 CBS stations.

'Lux Theatre' Kit

PROMOTION KIT cued to the return of "Lux Radio Theatre" on Aug. 25, was released last week by Tom Connolly, director of CBS promotion department. Brochure points out increased audience of Lever Bros. program, stating that "'Lux Radio Theatre' averaged largest number of listeners of any radio program during the winter season of 1946-47." Mailing piece shows scenes from film hits presented on program and kit includes background on show, mat release, pictures, suggested local announcements and newspaper ads.

Attention! All Promotion People Now working in Mutual Network-Affiliated Stations!

OBEY THAT IMPULSE!

TURN TO PAGE 41 RIGHT NOW!

? ? ? ? ? ? ? ? ? ? ?

A Sensational New Christmas Package!

EVERYBODY KNOWS
EVERYBODY LOVES

UNCLE REMUS

Now brought to life by

the Inimitable

JIMMY SCRIBNER

Ten years on coast-to-coast MBS with his 'Johnson Family'

AVAILABLE NOW

20 quarter-hour open end programs especially designed for concentrated pre-Christmas merchandising. Here's a *brand new* series that will thrill audiences of *all* ages as Uncle Remus and his old friends Brer Fox and Brer Rabbit get the Christmas spirit in a series that will give tremendous impact to your pre-Christmas sales message.

Cost per program based on metropolitan area population:

Under 25,000	**3.00**
Up to 100,000	**5.00**
Up to 750,000	**10.00**
Over 750,000	**15.00**

Send for audition today

CARDINAL CO.
6000 Sunset Boulevard
Hollywood 28, California

IT ALL BOILS DOWN to this:

KDYL is the station most Utahns listen to most.

KDYL 5th Anniversary 1937 1942

KDYL SALT LAKE CITY UTAH'S NBC STATION

National Representative
JOHN BLAIR & CO.

CBS STATIONS

Cover All of Oklahoma

KTUL
5,000 WATTS

KOMA
50,000 WATTS

No "Spotted Coverage" when you use spots on these Sooner Twin stations

Avery-Knodel—*National Representative*

KTUL TULSA KOMA OKLA. CITY

West Coast Business

(*Continued from page 53*)

has the thrice weekly 30-minute "Cisco Kid" on nine Southern California stations of that network, with Kilpatrick Marvel Bakery sponsoring that program on two stations of network in Northern California (KFRC KDON).

Although beer has not been so active a user of radio advertising this past season in the Pacific area, agencies reveal that brewers are planning increased schedules in fall.

With budget reported in excess of $250,000, Tecate Importers Inc., Los Angeles (Tecate beer), will continue use of spot announcements and local programs on stations nationally, according to Jere Bayard & Assoc. Firm is currently testing sports programs in San Diego.

General Brewing Co., San Francisco, sponsors seven weekly 10 p.m. to midnight recorded "Lucky Lager Dance Time" on 6 independent California stations. Golden West Brewing Co., Oakland, uses transcribed announcements on 14 California stations. Louis Ziegler Brewing Co., Milwaukee, has transcribed announcement campaign under way on California and Wisconsin stations.

Rainier Brewing Co., San Francisco, has a California spot schedule, and also sponsors baseball on KYA San Francisco. Los Angeles Brewing Co. (Eastside), continues a consistent user of Southern California station time. Pacific Brewing & Malting Co., San Jose (Wieland), is a spot user. There are others such as Bohemian Distributing Co., Grace Bros. Brewing Co., and Arizona Brewing Co.

With beer advertising curtailment, citrus fruit juice distributors added to summer total as spot announcement and program users in various markets. Included are Treesweet Products Co., Damerel-Allison Co., Southern Citrus Foods Co., and Pacific Citrus Products Co.

Wine Industry Down

California wine industry facing a slump with uncertainty, cut radio advertising appropriations some months ago. Many cancelled entirely. Others continued with skeleton schedules. With readjustment, many will be back in fall with regular schedules at least to attract Christmas trade. Over-expansion and over-production, plus new and unknown brands cited as reason for slump.

E. & J. Gallo Winery, Modesto, Calif. (Gallo wine), spent an estimated $900,000 in all media last year and will again use transcribed announcements nationally in a fall campaign, through Harrington, Whitney & Hurst, San Francisco. Roma Wine Co. continues weekly "Suspense" on CBS stations, and uses spots nationally. Wine Growers Guild sponsors "Murder & Mr. Malone" on ABC. Pacific Wines Co., Los Angeles (Piuma), using local programs only, will expand during Christmas season. Petri Wine Co. and Peralta Wine Co. anticipate return to radio. Other firms are making their future plans now, too, according to agency executives. Many of these who cancelled out in a retrenchment are again considering radio.

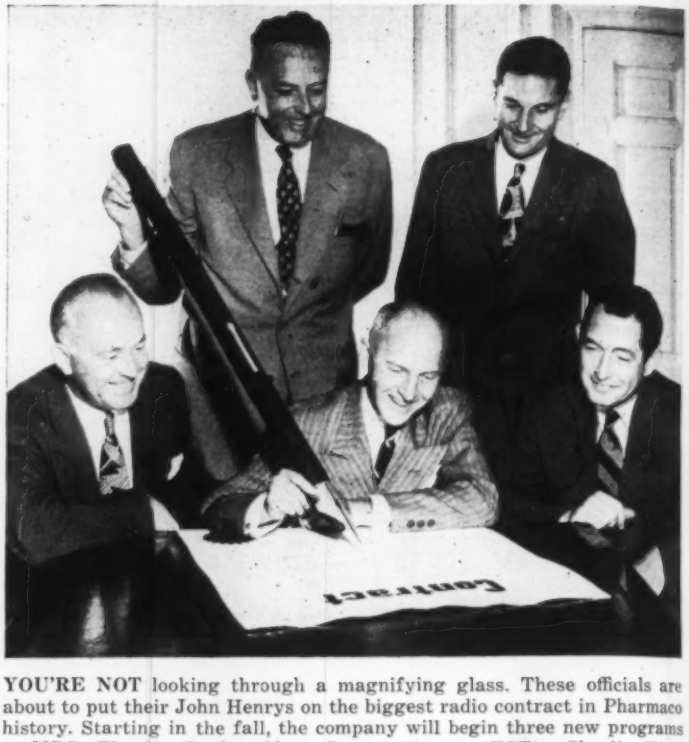
Insurance Sponsors

Insurance accounts are active. From all indications they will be heavy users of western radio this fall and winter. California Physicians Service, San Francisco (Blue Cross medical insurance), has started weekly half-hour "California Caravan" on 13 ABC California stations. For past year program has been on Don Lee stations in 15-minute format.

John Hancock Mutual Life Insurance Co. on Oct. 4 starts weekly 30-minute "Point Sublime" on 14 CBS Western stations. And there are inquiries about desirable regional network time from others. Some are already committed to fall spot announcement schedules in secondary markets, station managers say.

McMahan Furniture Stores, Santa Monica, Calif. (retail chain), sponsor a varied schedule of newscasts and programs on local stations through the state. Sealy Mattress Co., Los Angeles (mfgr.), has "Alvin Wilder—Commentator" on 17 ABC Pacific stations weekly. Bekins Van & Storage Co. is a consistent and heavy user of regional network, in addition to using spots in various locales to advertise its used furniture department.

Lyon Van & Storage Co. in realignment of advertising dropped regional network and is concentrating heavily on service programs on stations in key western areas. Spot announcements and transcribed five-minute programs are also used on stations in California, Washington and Oregon.



YOU'RE NOT looking through a magnifying glass. These officials are about to put their John Henrys on the biggest radio contract in Pharmaco history. Starting in the fall, the company will begin three new programs on MBS: The *Jim Backus Show*, Sun., 9:30 p.m. (EST); *Charlie Chan*, Mon., 8:30 p.m. (EST); and *Pierre Vernay—Song of the Stranger*, Mon.-Fri., 3:30-3:45 p.m. (EST). Looking on, l to r, as Gifford R. Hart, vice president in charge of advertising, Pharmaco Inc., signs, are: Claude Hanford, vice president in charge of sales, Pharmaco; Z. C. Barnes, vice president in charge of sales, MBS; Walter M. Cramp, account executive, Ruthrauff & Ryan, and C. T. Ayres, vice president and business manager, radio department, Ruthrauff & Ryan.

O'Keefe & Merritt Co., Los Angeles (stoves), using spot announcements on Pacific stations, will add to list with fall and winter. Menasco Mfg. Co., Burbank, Calif. (portable washing machines), is considering use of radio along with other media.

Payne Furnace Co., Beverly Hills, Calif. (home, industrial gas furnace), with dealer tie-in, is using daily live spots on some 60 stations nationally through Knollin Adv., San Francisco and Los Angeles.

National Federation of Small Business Inc., San Francisco (institutional), through Smith, Bull & McCreery, that city, has started sponsoring transcribed series of weekly talks that will eventually include 60 stations cross-country.

Mode O'Day Corp., Los Angeles, with 450 retail women's apparel stores in the West, resumed radio advertising on Aug. 4 with five weekly "Erskine Johnson's Hollywood Commentary" on 43 Don Lee Western stations.

Quick-Way Household Products, Los Angeles, through Abbott Kimball Co., will use radio.

Nu-Pak Corp., Los Angeles (plastic household utilities), will devote 40% of its annual advertising appropriation to spot announcements testing in six West Coast markets starting in October. Campaign will eventually embrace 30 areas.

Seaboard Finance Corp., Los Angeles (personal loans), is a national user of radio advertising, and in addition to newscasts and recorded music, uses spot announcements on more than 50 stations, with list to be increased. Agency is Smith, Bull & McCreery Adv., Hollywood.

Kip Corp. Ltd., Los Angeles (Kip Ointment), has a spot announcement campaign under way in California, Nevada and Arizona, and will add to station list through Dean Simmons Adv., Hollywood.

Gadget-of-the-Month Club Inc., Los Angeles (merchandise club), following series of tests, is utilizing quarter-hour programs on short term contracts in

(*Continued on page 60*)

WRBL CBS

COLUMBUS • GEORGIA

NOW **5000** WATTS Day and Night

More *POWER-ful* than ever!

NATIONALLY REPRESENTED BY
GEORGE P. HOLLINGBERY CO. ATLANTA, GA.

Commercial Outlet For 'Voice' Seen

Paris Radio Firm Head Proposes To Air Program in Europe

"VOICE OF AMERICA" may soon be aired over commercial European stations, it was learned last week.

Henry S. White, vice president of International Radio Co., of Paris, was in Washington to discuss the arrangement with officials of the International Broadcasting Division of the State Dept. He proposes to distribute recorded "Voice" programs to commercial stations in Europe. One of the stations involved is at Monte Carlo, which claims to be ready to achieve the largest coverage in Europe.

Mr. White's firm handles programming for commercial radio in Luxembourg, Andorra and Monte Carlo, the only countries in Europe with commercial radio. He hopes soon to have a contract with an Austrian station.

Mr. White says he is planning to bring American institutional advertising to Europe in force. This he hopes will be done on what he calls *The American Hour*, a one-hour program featuring American-type entertainment with French stars and occasional American guest artists. Advertisers will be the "13 most important American companies doing business in Europe." Among these firms he listed: *The New York Herald-Tribune*, American Express Co.; TWA; Twentieth Century Fox; Chase National Bank; *Time* Magazine and *Reader's Digest*.

On October 1 Mr. White will become the first European disc m.c. He will do a weekly 45-minute show on Radio Luxembourg.

RESULTS of a poll of 79 of 95 members of the U. S. Senate, which has been completed for MBS by Paul Sulds, MBS Washington representative, was made available to all MBS commentators and newscasters Aug. 11. Network put 25 questions to Senators on vital national matters, with the assurance that the senators replying would remain anonymous.

NEW musical comedy radio series co-starring Lucille Ball and Desi Arnaz, musical director, is being packaged by General Artists Corp., Hollywood, for sponsor consideration. Eddie Pola will serve as producer-director.

NEWS

JIM YOUNG, former program director at WEAR Pensacola, Fla., and staff announcer with KABC San Antonio, Tex., is now special events director with WDSU New Orleans, La.

FRANK P. SANDERS, has been appointed news and special events director of KFGO Fargo, N. D., new 5-kw ABC affiliate on 790 kc to begin operations this fall.

BOB PAGE, formerly of WMBH Joplin, Mo., has been appointed news editor of KFBI Wichita, Kan.

BUD JACKSON has resigned as promotion director for KVOO Tulsa, Okla., to devote full time to newscasts and special events broadcasts on that station.

JACK GOODMAN, news editor and assistant manager of KALL Salt Lake City, is now writing a weekly radio column, titled "The Lively Arts," for the Salt Lake Tribune Sunday Magazine.

BILL TABER, former farm editor of WDZ Tuscola, Ill., has joined WPDX Clarksburg, W. Va., in same capacity.

BILL BRUNDIGE, sports director of WOL Washington, is the father of a girl, Suzanne.

UNITY AMONG the nine counties bordering San Francisco Bay has been encouraged by a plan devised by Gayle V. Grubb (l), manager of KGO San Francisco, and Frank Marsh (r), Bay Area Council manager, for the use of the station's "Bay Area News" program as the official voice of the Council. News and announcements about civic and economic matters of the Bay Area are supplied by the Council and used on the KGO broadcasts.

PAUL DANIELSON, news director for KWIL Albany, Ore., was elected to head Linn County's "Keep Oregon Green" committee for this year's program.

JOHN THOMPSON, manager of news and public service department of KPO San Francisco, is the father of a boy.

SAM HAYES, Hollywood newscaster, and Sally Woods, songwriter, were married on Aug. 9.

JESSE H. BUFFUM, editor of "Farmer's Almanac of the Air" over WEEI Boston, and CBS agricultural director for New England, has been named chairman of Grange Day, Sept. 20, when Eastern States Exposition is held at Springfield, Mass., Sept. 14-20.

EYVIND "BUD" NEBLE, formerly with KOIL Omaha, is now news writer and editor for KFAB Omaha.

JOHN ESAU, general manager and vice president of KTUL Tulsa, Okla., has announced that a mobile telephone unit has been installed in station wagon used by KTUL for transportation purposes, and reporters will be able to relay news as it happens.

FARIS McKEE, World War II veteran, has joined news staff of KWHK Hutchinson, Kan.

PAUL LONG, newscaster at KDKA Pittsburgh, and Elaine Kinder planned to be married Aug. 21.

SAM SCHNEIDER, farm director of KVOO Tulsa, Okla., has been renamed vice president of Oklahoma Agricultural Writers Assn.

WILLIAM FERGUSON, news announcer with WCAU Philadelphia, and Madge G. White have announced their marriage.

CLARENCE LEISURE, newscaster of KPO San Francisco, is the father of a girl.

White House Calling

MUTUAL'S weekly show, *Meet the Press*, which gives members of the press a chance to quiz some prominent official, last week boasted the distinction of being complimented by the nation's number one listener —the President of the United States. Immediately following last Friday's broadcast, the telephone in WOL Washington's newsroom was answered by Lou Brott and a familiar voice said: "This is President Truman. May I speak to Senator Pepper?" When called to the phone, the Senator appeared skeptical about the identity of his caller, but soon changed his mind and said he was very pleased with the call. According to Sen. Pepper, the President said: "The program was animated, came in clearly and was entertaining."

Camels' Fall Plans

FALL PLANS for R. J. Reynolds Tobacco Co., Winston Salem, N. C. (Camels cigarettes) radio schedule were reportedly all set last week. The advertiser will sponsor *Screen Guild*, Mon. 10:30-11 p.m. on CBS effective Oct. 6. First program is tentatively scheduled to open with Ingrid Bergman and Bing Crosby in *Bells of St. Mary's* followed on the next broadcast by Bob Hope and Dorothy Lamour in *My Favorite Blonde*. Bob Hawk, currently heard on the CBS Monday period and sponsored by Camels, will be switched to the NBC period, Thurs. 10-10:30 p.m., formerly held by Abbott & Costello last fall for Camels. William Esty & Co., New York, is the agency.

BOSTON'S EXCLUSIVE ABC OUTLET

Serving the entire Metropolitan area of 3 million people

A COWLES STATION

Represented nationally by the Katz Agency

WCOP

1150 on your dial

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.

Exclusive National Representatives

JOHN ELMER

President

GEORGE H. ROEDER

General Manager

KGU

HAWAII'S FIRST STATION

NBC IN THE PACIFIC SINCE 1931

HONOLULU

Affiliated with THE HONOLULU ADVERTISER • Represented by THE KATZ AGENCY, INC.

1000 NIGHT
5000 DAY

Jackson in 1946 was one of the 92 cities in the United States whose banks cleared more than a billion dollars worth of checks.

WJDX NBC

in JACKSON, MISSISSIPPI

"Selling America's Fastest-Growing Up-And-Coming Market!"

NATIONAL REPRESENTATIVE:
THE GEORGE P. HOLLINGBERY CO.

IN EASTERN NORTH CAROLINA ☆ YOUR ABC's ARE...

WRRF • WRRZ

5000 WATTS 930 KC
WASHINGTON, N. C.

1000 WATTS 880 KC
CLINTON, N. C.

Eastern North Carolina is the "as good as gold" market, where last year's bright leaf tobacco crop alone sold for $245,459,006. This rich 31-county market is the primary daytime listening area of WRRF and WRRZ.

In addition to reaching the 922,353 persons living in this prosperous market, there is a large "bonus" audience in the secondary area. For speedy results in the "as good as gold" market, use WRRF, Washington, N. C., and WRRZ, Clinton, N. C.

TAR HEEL BROADCASTING SYSTEM, INC.
Washington, North Carolina
National Radio Representatives
FORJOE & CO.
NEW YORK • CHICAGO • LOS ANGELES

Video Transmitters for WOIC And WOR-TV Are Ordered

BAMBERGER Broadcasting Service, operator of WOR New York, last week placed orders with RCA and General Electric Co. for two new television transmitters for use in New York and Washington, where the company has been granted video construction permits by the FCC.

The GE transmitter will go to WOR-TV New York, the RCA transmitter to WOIC Washington. Delivery of both transmitters is scheduled for next March and both are expected to be ready for regular operations during the summer of 1948, according to J. R. Poppele, Bamberger vice president in charge of engineering. Both stations will operate on TV channel 9 (186-192 mc).

Plans for an extensive program exchange between the two stations are being formulated, Mr. Poppele said, with arrangements also being made so that other stations in the cities between New York and Washington may be tied into the network if desired. Intercity link will make use of AT & T's coaxial cable, and the development of radio relays which might be used in networking video programs is also being closely studied.

"It is our aim," Mr. Poppele explained, "to bring viewers of WOR-TV as many important news events as feasible from the nation's capital—to bring the problems of our country right into their homes. By the same token residents of Washington will, through our television network, have first-sight of developments in New York—the world's new capital."

WOR was granted its first video permit for a New York station in July 1941 but the station was never built because of the war. The WOR program department kept its hand in, however, by producing regular video schedules on WABD New York and later on WRGB Schenectady.

WOR-TV will be located atop 444 Madison Ave. in midtown New York, site of the station's FM affiliate, WBAM, according to present plans, but Mr. Poppele stated that other locations are being field-tested in an effort to find the best possible site.

WOIC's transmitter will be located at Washington's highest elevation—40th and Brandywine Sts., N. W., 412 feet above sea level. A 300-ft. tower, now nearing completion, will lift the station's antenna to more than 700 feet above sea level.

Asked why the orders for the two transmitters were split between two manufacturers instead of placing them both with one, as would be the usual procedure, Mr. Poppele explained that by dividing its purchases between two leading manufacturers WOR will have the opportunity to take advantage of any advances that either may make in this new art.

TECHNICAL

FRANK HARR, former chief engineer of WORD and WORD-FM Spartanburg, S. C., has been named chief engineer of WJJL Niagara Falls, N. Y., now under construction.

C. E. LEEDY, chief engineer of WKMH Dearborn, Mich., has resigned to accept position as project engineer with Stavid Engineering Co., Plainfield, N. J.

HAROLD H. HOOVER Jr., has joined operating staff of WFMR New Bedford, Mass.

WALLACE I. BEY, formerly of KSJB Jamestown, N. D., has been appointed chief engineer of KFGO Fargo, N. D., new 5-kw ABC affiliate on 790 kc opening in the fall.

HAROLD DILLON has been appointed chief engineer of KTBI Tacoma, Wash.

GEORGE GRIDER has joined staff of WNC Jacksonville, N. C., as engineer.

CHARLES R. MORRIS, former Navy electronics instructor, has joined KTBI Tacoma, Wash., as engineer.

RCA ENGINEERING Products Dept., Camden, N. J., has introduced new single-section low power Pylon antenna for use in FM transmitter installations rated up to 3 kw input to antenna. Two models, type BF-21A and BF-21B, cover entire 88 to 108 mc FM band. Pylon is cylinder of sheet metal, with narrow slot cut from top to bottom, is easy to install, low in weight and eliminates guying or de-icing equipment, RCA says.

JAMES SOWINSKI, staff engineer of WIRA Fort Pierce, Fla., has been appointed chief engineer of that station.

VERNON WILEMAN, formerly with CKWX Vancouver and CFAC Calagry, has joined CKNW New Westminster, B. C., as assistant engineer. During the war Mr. Wileman served with Air Transport Command as chief radio operator.

WESTON ELECTRICAL INSTRUMENT Corp., Newark, N. J., has announced a new proportional mutual conductance tubechecker, Model 798 Type 5, which not only tests all receiving tubes but also handles voltage regulator tubes and low power Thyratrons. New model uses differential frequency system of tube testing.

KFEL Denver, has installed mobile telephone units in its official station vehicles. Station operates fleet of five special event and engineering vehicles.

SOUND RECORDER & REPRODUCER Corp., Philadelphia, has announced that its Magnesonic, new electrical instrument for home and business which records radio programs, phonograph records, music and voice on magnetic tape, will be in retail distribution in time for forthcoming Christmas season.

Benton Slated to Speak At Public Opinion Meet

WILLIAM BENTON, Assistant Secretary of State, is scheduled to deliver the keynote address at the Second International Conference on Public Opinion Research, to be held at Williams College, Williamstown, Mass., Sept. 2-5.

Leading figures in the field of radio research also scheduled to attend include Elmo Wilson, CBS director of research, who is chairman of the first panel group; Hugh Beville, NBC; Kenneth Baker, NAB; Joseph Kenas, BBC, and Archibald M. Crossley, Crossley Inc. Mr. Crossley, Paul Lazarsfeld, Elmo Roper and George Gallup are to participate in a dinner forum.

WJAG'S 25TH YEAR
Congressman Does Old Stint As Station Celebrates

REP. KARL STEFAN (R-Neb.) was invited to help WJAG Norfolk, Neb., celebrate its 25th anniversary Aug. 13 by acting as guest newscaster on the *Noon News* period.

The veteran congressman and dean of the Nebraska Congressional delegation not only accepted but felt right at home, for it was he who had started the program when he was chief announcer at WJAG in 1922 and continued to conduct it for 12 years until he was elected to Congress in 1934.

Though the congressman has been away from the radio field for the past 14 years, he is still one of the best remembered radio personalities in Nebraska, according to the station. He was decorated for his OWI foreign language broadcasts during the war.

RCA Wage Increase

RCA VICTOR signed a two-year contract providing its workers with a five-cent-an-hour wage increase last week. The agreement, which also prohibits strikes or lockouts, covers United Electrical workers (CIO) at the company's plants in Camden, N. J., Lancaster, Pa., Hollywood, Calif., and Pulaski, Va. In addition to the national contract, the company and union signed separate agreements providing for continuation of the union shop at the four plants.

RMA Section Heads

RMA Amplifier & Sound Equipment Division has been reorganized by Fred D. Wilson, Operadio Mfg. Co., division chairman. Mr. Wilson has named the following section chairmen: Commercial Sound Equipment Section, A. K. Ward, RCA Victor Division; Intercommunication Equipment Section, Arch V. Samuelson, Operadio Mfg. Co.; Recording Equipment Section, H. A. Crossland, General Electric Co.

"It's an idea I picked up over WFDF Flint, for home decoration."

SPONSORS

HARRY A. BULLIS was re-elected president of General Mills Inc. at stockholders meeting Aug. 19 at Wilmington, Del. All other General Mills officers and directors also were re-elected.

RALPH S. BUTLER Jr., former head of Henry Souvaine Inc., independent radio producer, has joined General Foods Corp. as sales and advertising assistant in Maxwell House Coffee Div. Mr. Butler was head of daytime radio at Young & Rubicam before going with Souvaine.

Mr. Butler

DETROIT LIONS professional football team has released radio schedule of more than 100 one-minute spot announcements on all Detroit stations covering a two-week period beginning Sept. 8. Spot campaign plugs sale of season tickets.

NOVA-KELP MARINE CONCENTRATES Ltd., Toronto (medicine), plans radio spot announcement campaign this autumn. Agency: Russell T. Kelley Ltd., Toronto.

PIERCE'S PROPRIETARIES Inc., Buffalo (proprietary), has appointed F. R. Hayhurst Co., Toronto, to handle advertising. Spot announcement is being planned.

KITCHEN ART FOODS, Chicago, (Py-O-My, Rice Feast), will enter spot announcement field this fall in Chicago and five other Mid-western cities with substantial spot billings, details of which are unavailable as yet. Agency: Schwimmer & Scott Inc., Chicago.

SOCONY VACUUM OIL Co. (Wadhams Div.), New York, has contracted for sponsorship of all Green Bay Packer and U. of Wisconsin football games this fall on WTMJ Milwaukee, making company's 19th consecutive year of sponsorship. Green Bay Packer games will be fed to special network of ten stations in northern Wisconsin and upper Michigan, while U. of Wisconsin games will be played to WSAU Wausau.

TRANSCONTINENTAL & WESTERN AIR Inc., New York, has appointed BBDO New York, to handle its advertising effective Dec. 1.

RALSTON PURINA Co., St. Louis, will delete all commercials from its "Tom Mix and His Ralston Straight Shooters" program over MBS from Sept. 22 through Sept. 26 to promote the "Tom Mix Safety Campaign." Ralston is conducting safety campaign through Gardner Adv., St. Louis, for the second year, in cooperation with National Safety Council.

CURTIS PUBLISHING Co., Philadelphia (Ladies Home Journal), Sept. 3 will start a one-week spot announcement campaign in Canada to promote special article on England in September issue. BBDO New York is the agency.

GARRETT Co. Inc., New York, Oct. 15 will start a spot announcement campaign for eight weeks on approximately 100 stations. Agency: Ruthrauff & Ryan, New York.

PREST-O-LITE BATTERY Co., Indianapolis, Sept. 16 starts its seasonal spot announcement campaign on about 60 stations. Contract runs for six weeks. Agency: Ruthrauff & Ryan, New York.

RUDIN FURNITURE Co., Los Angeles (custom built furniture), has appointed Hunter Adv., that city, to handle advertising, and in addition to announcements on KXLA KFVD KIEV, on Aug. 18 started sponsoring daily quarter-hour participation in "Hollywood Bandstand" on KFWB Hollywood.

JIM DALE CLOTHES Inc., New York (men's clothing chain), has begun sponsorship of the 15-minute transcribed "Reminiscing With Singing Sam" program for 13 weeks on WBRY Waterbury, Conn., and WCTC New Brunswick, N. J. Transcription Sales Inc., New York, is sales representative for program and agency for Dale Clothes is Arnold Cohan Corp., New York.

BONUS FOODS, Vancouver (food canners), has started weekly half-hour telequiz program on CKWX Vancouver, and plans to extend to other stations in western Canada as distribution of products is enlarged. Account was placed direct.

STANDARD BREWING Co., Scranton, Pa. (Tru-Age Beer), has named Hixson-O'Donnell Adv., New York, as its advertising agency.

EVERSHARP Inc., Chicago, has appointed **DICK HYMAN,** New York publicity firm, to handle publicity for its radio programs. "Take It or Leave It" on NBC and "Henry Morgan Show" on ABC. Biow Co., New York, is Eversharp agency.

VALLEY MARKET TOWN, Van Nuys, Calif. (50-unit shopping center), has appointed Jim Ward & Co., Hollywood, to handle advertising. Starting Sept. 2, one-month campaign of 20 spot announcements will be used on seven Los Angeles area stations: KFWB KMPC KLAC KECA KIEV KFI KFAC. Radio will continue to be used following initial campaign.

UNION ROOFING CONTRACTORS Assn., Los Angeles (roofing), on Aug. 25 starts spot announcement schedules on KLAC and KMPC Hollywood. Contracts are for 6 weeks. Agency: Charles N. Stahl Adv., Los Angeles.

UNITED STATES PAPER & HARDWARE Co., Los Angeles (mfrs., distributors), has appointed Irwin-McHugh Adv., that city, to handle national advertising. Radio will be used. Also appointing agency are: **BEVERLY HILLS FORD Co.**, Beverly Hills, Calif. (Ford dealer), with 40% of advertising budget allocated to regional radio; **CALIFORNIA AIR COLLEGE,** Hollywood (school), with 80% of budget to be used for regional radio; **VANDERBIE SCHOOL OF PHOTOGRAPHY,** Los Angeles, using total advertising budget on regional radio.

PETROL Corp., Los Angeles (PDQ gasoline), Oct. 1 starts cooperative sponsorship of "Abbott & Costello" on two ABC Calif. stations (KECA KGO) Wed. 9-9:30 p.m. (PST). Agency: McNeill & McCleary Adv., Los Angeles.

KNOX CRUTCHFIELD, makers of Old Virginia Waterground Corn Meal, Lynwood, Va., have appointed Courtland D. Ferguson Inc., Washington, Baltimore and Richmond, to serve as their advertising agency. Radio will be used.

CASE'S PORK ROLL, Trenton, N. J., and **BUNO Co.**, Philadelphia (shampoos and hair medications), have appointed Abner J. Gelula & Assoc., Philadelphia, to handle advertising. Both firms will use radio.

CONSOLIDATED CIGAR Co. (Harvester) Sept. 1 starts Bill Stern on WNBC New York, Mon. through Fri., 6:15-6:20 p.m. 52 weeks. Agency: Erwin, Wasey & Co., New York.

ASSOCIATED LABS., New York (Blondex), through Grady & Wagner, New York, reportedly increasing spot announcement campaign in Canada.

REPRESENTED: Nationally by Adam J. Young, Inc. In New York by Joseph Lang, 31 W. 47th Street

NETWORK ACCOUNTS

New Business

AMERICAN BIRD PRODUCTS Inc., Chicago, Oct. 19 begins "The American Radio Warblers" on MBS, Sun. 1:15-1:30 p.m. Agency: Weston-Barnett, Chicago.

LUDEN'S Inc., Reading, Pa., beginning in late fall, will sponsor "Strike It Rich" on CBS, Sun., 10:30-11 p.m. Quiz show is currently heard at that time on CBS sustaining. Agency: J. M. Mathes Inc., New York.

AMERICAN EXPRESS Co., New York, Oct. 1 begins "Vox Pop" with Parks Johnson and Warren Hull, on ABC, Wed. 8:30-9 p.m. Program was formerly heard on CBS. Agency: J. M. Mathes Inc., New York.

ARMOUR & Co., Chicago, Aug. 19 started for 26 weeks "Queen for A Day" on 123 south and southeast MBS stations, Tues.-Thurs., 2-2:30 p.m. Program is sponsored in other markets by Philip Morris & Co., concurrently, and both alternate quarter hours with Miles Laboratories. Agency: Foote, Cone & Belding, Chicago.

RAYMOND LABORATORIES Inc., St. Paul (Rayve Creme shampoo), Sept. 1 starts for 13 weeks, participation in "Ben Alexander Show" on 4 Don Lee Calif. stations (KHJ KFRC KGB KDB), Mon.-Fri., 10:30-11 a.m. (PST). Agency: Roche, William & Cleary, New York.

PICTSWEET FOODS Inc., Mt. Vernon, Wash. (canned, frozen foods), Aug. 25 starts for 52 weeks daily musical quarter-hour "Pictsweet Spotlight" on 43 Don Lee Pacific stations, Mon. thru Fri., 10:15-10:30 a.m. (PST). Agency: Ruthrauff & Ryan Inc., Seattle.

RCA VICTOR Co., Montreal (receivers, records), Sept. 4 starts to June 3, 1948, "Wayne and Shuster Show" on 25 Trans-Canada network stations, Thurs. 9:30-10 p.m. Agency: Spitzer & Mills, Toronto.

Renewal Accounts

EVERSHARP Co., Chicago, Sept. 10 renews for 52 weeks "Henry Morgan Show" on ABC, Wed., 10-10:30 p.m. Agency: The Biow Co., New York.

DR. PEPPER Co. (Syrup Mfg. Div.), Dallas (cola), Oct. 2 renews for 13 weeks "Darts for Dough" on ABC, Sun., 4-4:30 p.m. (CDST). Program switches to Thurs. 8:30-9 p.m. (CDST), effective date of renewal. Agency: Tracy Locke Co., Dallas, Tex.

BAYUK CIGARS Inc., Philadelphia, Sept. 8 renews for 52 weeks "Inside of Sports" on MBS Mon.-Fri., 7:45-8 p.m. Agency: Neal D. Ivey Co., Philadelphia.

INTERNATIONAL SILVER Co., New York (silverware), Aug. 31 resumes "Adventures of Ozzie & Harriet" on 147 CBS stations, Sun., 6-6:30 p.m. Agency: Young & Rubicam Inc., New York.

CORN PRODUCTS REFINING Co., New York (Mazola salad and cooking oil), has renewed for 13 weeks participations in News Service Broadcasts on Yankee Network, Mon.-Sat. 1-1:10 p.m., Mon., Tues., Sat. 8-8:10 a.m., Sun. 8:45-8:55 a.m. Agency: C. L. Miller Co., New York.

CUDAHY PACKING Co., Chicago, Sept. 14 renews for 52 weeks "Nick Carter—Master Detective" on full MBS network, Sun., 6:30-7 p.m. Agency: Grant Adv., Chicago.

LEHIGH COAL & NAVIGATION Co., Boston, renews for 52 weeks "Yankee Weatherman" on 23 Yankee Network stations, Mon.-Sat., 7:00-7:05 a.m. Agency: Lewis & Gilman Inc., Philadelphia.

Net Changes

GENERAL MILLS Inc., Minneapolis, Sept. 1 replaces "Hymns of All Churches" with "Betty Crocker Magazine of the Air" 10:25-10:45 a.m. (CDST) Mon.-Fri., on ABC. Agency: Dancer-Fitzgerald-Sample Inc., Chicago.

U. S. ARMY Aug. 17 changed "Sound-Off" on CBS from Sun. 6:30-7 p.m. to Sat 7:30-8 p.m. Agency: N. W. Ayer & Son, New York.

BURNS PACKING Co., Vancouver (meat packers), Sept. 16 extends "Burns Chuck Wagon," originating at CJOR Vancouver, to 11 Eastern Dominion network stations, bringing program to total of 24 Dominion network stations. Tues., 10:30-11 p.m. Agency: Stewart-Lovick and MacPherson, Vancouver.

ABC's new cooperative program featuring Bud Abbott and Lou Costello will be heard on ABC on Wed., 9-9:30 p.m. in the East and from 8-8:30 p.m. in all other time zones beginning Oct. 1.

TALK to the SOUTH'S EAR ZONE
through WDSU
WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners.
From daily association with time-honored New Orleans institutions WDSU has developed a high quality of integrity. WDSU devotes program time regularly and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.
WDSU's dominate Hooperating proves that honoring local institutions creates high listener loyalty.
New Orleans
NEW ORLEANS WDSU ABC Affiliate
1280 kc
5000 Watts

West Coast Business

(*Continued from page 56*)

campaign which will embrace minimum of 517 stations in major and secondary markets.

Studebaker Pacific Corp., Los Angeles, has renewed thrice-weekly "Bob Garred News" on CBS Pacific stations. Ford Dealers Adv. Assn., Los Angeles, sponsors five per week "Henry La Cossit—Editor's Diary" on 8 Don Lee Southern California stations and also has weekly "Play Ball, Son" on that same station list through ball season.

When film production studios and theatres were forced into radio by lack of newspaper space, they awoke to fact that the former was an excellent medium to build box office attendance. With every major picture released now, a goodly part of advertising appropriation is budgeted for radio. Many film studios have materially increased their year-round radio advertising budgets. They are using both live and transcribed announcements as well as five-minute and quarter-hour programs, spotting them on stations throughout the country in build-up for current releases. Although these are usually short-term campaigns, volume goes to increase station's yearly income.

There are now some 25 nationally recognized station representatives with offices in Los Angeles, several having been added during past year. Some cover the entire Pacific Coast region. Others are concerned with Southern California area only. But they are all on tip-toe doing a selling job for their station lists. Besides making pitch to known accounts, they are also digging up new business which has never before used radio.

Among the networks, NBC is sold out regionally for start of fall season. CBS Pacific network has made a half-dozen important sales in last ten weeks. They include Alka-Seltzer, Fuller Paint, Washington State Apple Comm., Pepsodent Division of Lever Bros. and Toni Inc. KNX Hollywood sales for first six months are 33% ahead of last year. Seventy-one per cent of all its station breaks and other spot announcement sales between 6 a.m. and 1 a.m. are contracted for on 13-week basis or better.

Don Lee Broadcasting System is running 20% ahead of last year's time sales, with network expecting to hold present level throughout the fall. This network, according to Sydney Gaynor, sales manager, has sold over a million dollars worth of regional business in three months to such sponsors as Vick Chemical, Par Soap, Fisher Flouring Mills, Stanco (Flit), Seaside Oil, Associated Ford Dealers of Southern California, Procter & Gamble and Pepsodent Division of Lever Bros.

ABC, regionally speaking, although not as far up on the sales chart, is far from unhappy. Its Wednesday night monopoly looks like a sure bet for early fall, in light of ready radio dollar of the other networks.

Sponsors, in some instances, who held off making commitments for next season, are doing some fast huddling with their agencies. Next few weeks should see lots of activity and contract signing in scramble for choice network time that is left.

Building Own Shows

Some are building their own shows. Others are interested in properties and personalities that have been mainstays over the past few years and have been by-passed by last year's sponsors.

Important factor in the wave of cancellations was return to an evaluation of programming on cost basis, with sponsors going for more cheaply priced packages when prestige shows didn't pay off.

Many of those cancelled out will be back on the air with new sponsors this fall. Frank Sinatra, dropped by Old Gold, returns to "Hit Parade" in fall. Ginny Simms, formerly with Borden Co., now has Coca Cola for sponsor. Meredith Willson, dropped by Canada Dry, took over for Ford as replacement for Dinah Shore. Old Gold has telescoped three oldtimers into a new program, having signed Don Ameche, Frances Langford and Frank Morgan for fall. Report has it that Dinah Shore and Bob Burns will have new sponsors.

Despite cry for lower cost Hollywood originating shows, major portion of the top high-budgeted programs such as Jack Benny, Edgar Bergen, Fred Allen, Bob Hope will be back on the air. Benny continues at his $25,000 per week for package; "Charlie McCarthy Show" has a new deal with reported increase to $25,000 weekly. Fred Allen also got a salary raise, with package said to cost sponsor $30,000 weekly. "Red Skelton Show" weekly budget of $12,500 reportedly will be increased.

Hollywood "name" shows still prevail, and sponsors who want that type of programming must continue to pay high prices.

No particular noteworthy trends developed in the Hollywood radio picture this past season. Criticism is that prestige shows must be tightened up, with quality being substituted for quantity. Sloppy production is another criticism.

Although disc jockeys have graduated from independent station rank into a major box office factor on a coast-to-coast basis, it can not be credited entirely to Hollywood. Platter spinning has been part of radio from its earliest start.

Frederick Ashley

FREDERICK ASHLEY, 35, transmitter engineer of KTLA Hollywood, died Aug. 10, following injuries sustained when thrown from a motorcycle. Surviving are his wife, Emma, two daughters and a son.

BUFFALO HUNT

New Station Will Describe Rawlins Event

RAWLINS' (Wyo.) famous (or infamous) "One Shot Buffalo Hunt" will be described in detail at its next staging by KRAL, the city's new fulltime station, it was learned last week.

KRAL expects to take the air Sept. 7 with a special dedicatory program featuring two state dignitaries, Governor Lester C. Hunt and Dr. R. G. Crane, Secretary of State, and the state's U. S. Senators, E. V. Robertson and Joseph C. O'Mahoney. It will be an ABC affiliate and will operate with 250 w on 1240 kc.

Tracy S. McCraken, president of the *Rawlins Daily Times*, is also president of the Rawlins Broadcasting Co., which owns KRAL. Other officers include Ted O'Melia, publisher of the *Rawlins Daily Times*, vice president and treasurer; William C. Grove, manager of KFBC Cheyenne, vice president, and Clark Grove, secretary and chief engineer. Max Young, local commercial manager of KFBC for the past two years, has been named manager of KRAL.

WPDX Is on the Air

WPDX, new Clarksburg, W. Va. daytimer, started operations Aug. 17 with an hour-long inaugural broadcast on which several Clarksburg officials extended greetings and the station described its program schedule and live talent features. Operating on 750 kc with 1 kw, WPDX is located at 339 West Main St. in Clarksburg. O. A. Billingsley is president of the licensee firm, the Clarksburg Broadcasting Corp. Raymond C. Warden is station manager and Robert D. Hough is chief engineer.

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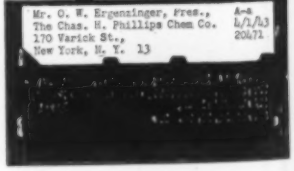

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ACTIONS OF THE FCC

AUGUST 15 TO AUGUST 21

CP-construction permit | **ant.-antenna** | **cond.-condition(s)**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
ST-studio-transmitter | **aur-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis-visual** | **unl.-unlimited hours**

August 15 Decisions . . .

BY A BOARD

Time Extended

Paramount Pictures Inc.—Granted request for further extension of 60 days (to Oct. 15) to prepare and submit detailed plan with respect to its holdings in Allen B. Du Mont Labs. and effect of such holdings on pending television applications of Interstate Circuits Inc., Dallas; New England Theatres Inc., Boston, and United Detroit Theatres Corp., Detroit.

ACTIONS ON MOTIONS

(By Commissioner Hyde)

Viking Bcstg. Co., Newport, R. I.—Granted petition for leave to amend its application to specify 500 w instead of 1 kw.

KWKW Pasadena, Calif.—Granted petition for leave to amend application to specify 50 kw D on 830 kc instead of 5 kw D.

KPMO Pomona, Calif.—Dismissed petition requesting leave to intervene in hearing on application of KUBA.

KYOS Merced, Calif.—Granted petition for leave to amend application to specify 1480 kc 5 kw unl. instead of 1360 kc 1 kw unl.; to specify new trans. site, etc. Amendment accepted and application removed from hearing docket.

Sacramento Bcstrs. Inc., Chico, Calif.—Granted petition for leave to amend application to specify unl. instead of D.

Woodward Bcstg. Co., Detroit—Granted petition for continuance of hearing presently scheduled for Aug. 20, in re application and hearing was continued to Oct. 20.

Summit Radio Corp., Akron, Ohio—Granted petition to accept late notice of intention to participate in oral argument on application for FM permit.

Northeast Georgia Bcstg. Co., Gainesville, Ga.—Granted petition for leave to amend application to add supplemental engineering statement containing field intensity measurements, etc.

Logansport Bcstg. Corp., Logansport, Ind.—Denied petition requesting Commission designate early hearing date in re application. No date has been specified.

Gulf Bcstg. Co. Inc., Mobile, Ala.—Granted petition requesting Commission to accept revised memorandum brief in place of memorandum brief filed July 21 in conjunction with petition for rehearing in re consolidated proceeding.

Bay State Bcstg. Co., New Bedford, Mass.—Granted petition requesting extension of time within which to file exceptions to Commission's proposed decision in consolidated proceeding and time was extended to and including Aug. 25.

KLIK San Diego, Calif.—Granted petition for leave to amend application to specify 1450 kc 250 w unl. instead of 550 kc 5 kw unl., etc. Amendment accepted and application removed from hearing docket.

August 15 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KFPW Fort Smith, Ark.—Mod. CP which authorized changes in ant. and mount FM ant. on top of AM tower for extension of completion date.

AM—1470 kc

D. O. Kinnie, Coalinga, Calif.—CP new standard station 1470 kc 250 w D.

Modification of CP

KFXM San Bernardino, Calif.—Mod. CP, as mod., which authorized change in frequency, increase power, install new trans. and DA-DN and change trans. location for extension of completion date.

AM—1050 kc

Denton & Jones Bcstrs., Jacksonville, Fla.—CP new standard station 1050 kc 250 w D.

Modification of CP

KVNI Coeur d'Alene, Ida.—Mod. CP which authorized new standard station to change type trans. Also license to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Assignment of CP

WWPN Middlesboro, Ky.—Voluntary assignment of CP to Elmer Dennis Smith and Tom Crutchfield, partnership d/b as Smithfield Broadcasting Co.

AM—1220 kc

Community Bcstg. Co., Baton Rouge, La.—CP new standard station 1220 kc 250 w D.

Modification of CP

WJLB Detroit—Mod. CP which authorized changes in ant., install new trans. and change trans. location for extension of commencement and completion dates.

WDOS Oneonta, N. Y.—Mod. CP which authorized new standard station to make changes in trans. equipment, for approval of ant. and trans. location and to change studio location.

WGAI Elizabeth City, N. C.—Mod. CP which authorized new standard station to change type trans., for approval of ant. and trans. location and to specify studio location.

WSAT Salisbury, N. C.—Mod . CP which authorized new standard station to change type trans. and for approval of ant., trans. and studio location.

WWST Wooster, Ohio—Mod. CP which authorized new standard station to change type trans. and make changes in vertical ant. and mount FM ant. on AM tower.

KRKL Kirkland, Wash.—Mod. CP which authorized new standard station for approval of ant. and trans. location and to change studio location.

AM—1510 kc

WAUX Waukesha, Wis.—Authority to determine operating power by direct measurement of ant. power.

Modification of CP

KFVD-FM Los Angeles—Mod. CP which authorized new FM station for extension of completion date.

WNLC-FM New London, Conn.—Mod. CP, as mod., which authorized new FM station to change type trans., make changes in ant. system and change commencement and completion dates. Also mod. CP, as mod., which authorized new FM station for extension of commencement and completion dates.

FM—101.9 mc

Radio Station WSUA Inc., Bloomington, Ind.—CP new FM station (Class B) on Channel 270, 101.9 mc ERP 3 kw.

Modification of CP

WGAY-FM Silver Spring, Md.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WDLW Detroit—Mod. CP which authorized new FM station for extension of commencement and completion dates.

WAAW Newark, N. J.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WWDX Paterson, N. J.—Mod. CP which authorized new FM station to change frequency to Channel 256, 99.1 mc, class station to Class B; change trans. site; ERP to 8.7 kw; change type trans.; ant. height above average terrain to 687 ft.; make changes in ant. system; change studio location and change commencement and completion dates.

WLWA Cincinnati—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WMRN-FM Marion, Ohio—Mod. CP which authorized new FM station for extension of completion date.

WHP-FM Harrisburg, Pa.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

KYW-FM Philadelphia — Mod. CP which authorized changes in FM station for extension of completion date.

WJHL-FM Johnson City, Tenn.—Mod. CP which authorized new FM station to change type trans.

WLAZ East Lansing, Mich.—Mod. CP which authorized new noncommercial educational station to make changes in ant. system.

TENDERED FOR FILING

Assignment of License

KTYL Mesa, Ariz.—Consent to assignment of license to Sun Valley Bcstg. Co. Inc.

AM—1340 kc

WINX Washington, D. C.—Request authority to replace present single booster with two boosters synchronized with main trans. by ultra-high frequency relay link.

Modification of CP

WFEC Miami, Fla.—Mod. CP to change 1220 kc to 1230 kc, hours from D to unl. and specify trans. location.

AM—810 kc

WDAE Tampa, Fla.—CP change frequency from 1250 to 810 kc power from 5 to 10 kw unl., install new trans. and change trans. location using DA-DN.

Modification of CP

KCMO Kansas City—Mod. CP to make changes in DA using 10 kw-N 50 kw-D unl. DA-N on 810 kc.

AM—1450 kc

Hanover Bcstrs., Hanover, Pa.—CP new standard station 1450 kc 250 w unl.

Modification of CP

Virginia Bcstg. Corp., Roanoke, Va.—Mod. CP to specify 1240 kc 250 w unl. (Subject to release of facilities by WSLS). (Filed in accordance with Commission's proposed decision).

KOPR Butte, Mont.—Mod. CP make changes in DA system, using 1 kw unl. DA-N on 550 kc.

WMBD Peoria, Ill.—Mod. CP for approval of new trans. location, install new trans. and changes in ant. system using 5 kw unl. DA-N on 1470 kc.

August 18 Decisions . . .

BY THE COMMISSION

Ordered, on Commission's own motion, that hearing in matter of clear channel broadcasting in standard broadcast band be continued until October 14, 10 a.m.

August 18 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WRC-FM Washington, D. C.—Mod. CP, as mod., which authorized new FM station to change type trans.

FM—92.7 mc

Stephen Detzer, Hermosa Beach, Calif.—CP new FM station (Class A) on Channel 224, 92.7 mc ERP 250 w.

Modification of CP

KWBR-FM Oakland, Calif.—Mod. CP, as mod., which authorized new FM sta-

(Continued on page 64)

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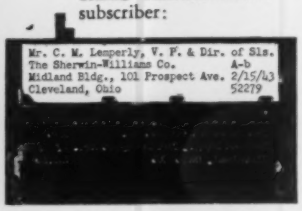

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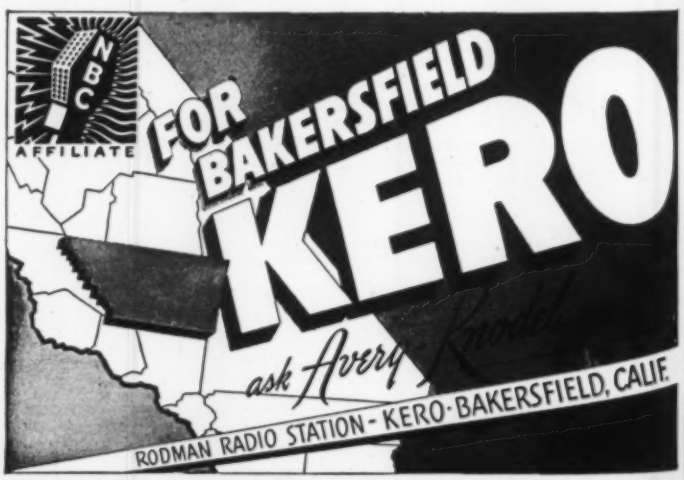

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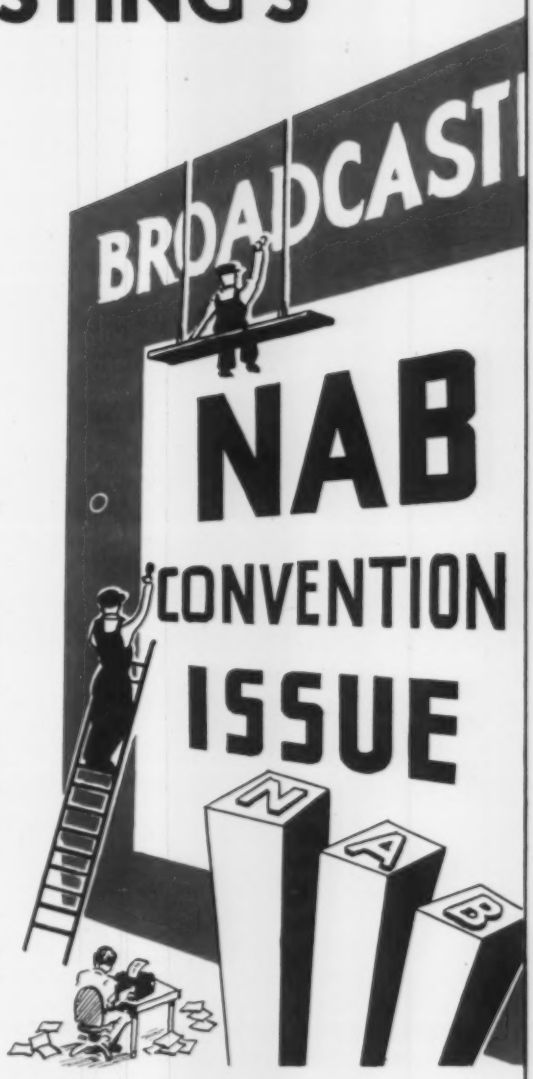

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FCC Actions

(Continued from page 62)

Applications Cont.:

tion to change studio location and change commencement and completion dates. Studio going from Oakland to San Francisco.

WEFM Chicago—Mod. CP, as mod., which authorized changes in FM station, to change ERP to 33.4 kw and to change commencement and completion dates.

FM—94.1 mc

Radio Station Des Moines Inc., Des Moines—CP new FM station (Class B) on Channel 231, 94.1 mc and ERP 14.2 kw.

Modification of CP

WGNC-FM Gastonia, N. C.—Mod. CP which authorized new FM station for extension of completion date.

WFRO Fremont, Ohio—Mod. CP which authorized new FM station to make changes in ant. system; increase ERP to 1 kw and change commencement and completion dates.

WCOY Harrisburg, Pa.—Mod. CP, as mod., which authorized new FM station to make changes in ant. system and change commencement and completion dates.

FM—97.9 mc

WDAS Bcstg. Station Inc., Philadelphia—CP new FM station on Channel 250, 97.9 mc, ERP 20 kw and make changes in ant. system. AMENDED to change officers, directors and stockholders; change trans. site.

Modification of CP

WKJF Pittsburgh—Mod. CP, as mod., which authorized new FM station to change type trans., make changes in ant. system and change commencement and completion dates.

KCMC-FM Texarkana, Tex.—Mod. CP which authorized new FM station to change type trans., make changes in ant. system.

WSAU-FM Wausau, Wis.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

License for CP

The A. S. Abell Co., area of Baltimore—License to cover CP for new experimental television relay station.

APPLICATIONS DISMISSED

AM—670 kc

Hoyle Barton Long, Front Royal, Va.—CP new standard station 670 kc 5 kw D. Dismissed by request of attorney.

Modification of CP

KRAL Rawlins, Wyo.—Mod. CP, as mod., which authorized new standard station to make changes in vertical ant. Dismissed by request of applicant.

APPLICATION RETURNED

FM—94.3 mc

McMinnville Bcstg. Co., McMinnville, Ore.—CP new FM station (Class A), on Channel 232, 94.3 mc and ERP 396 w. RETURNED Application not signed.

TENDERED FOR FILING

Assignment of License

KTKN Ketchikan, Alaska—Consent to assignment of license to William J. Wagner tr/as Alaska Bcstg. Co.

AM—930 kc

Yolo Bcstg. Co., Woodland, Calif.—CP new standard station 930 kc 1 kw D.

AM—1480 kc

Frederick Bcstg. Co., in or near Frederick, Md.—CP new standard station 1480 kc 1 kw unl. DA.

AM—1450 kc

Blue Valley Bcstg. Co., Beatrice, Neb.—CP new standard station 1450 kc 100 w unl.

AM—920 kc

Sumner County Bcstg. Co., Gallatin, Tenn.—CP new standard station 920 kc 1 kw D.

AM—1600 kc

A. M. Respondek, Cuero, Tex.—CP new standard station 1600 kc 250 w D.

Assignment of License

KINY Juneau, Alaska—Consent to assignment of license to William J. Wagner tr/as Alaska Bcstg. Co.

August 19 Decisions . . .

BY THE SECRETARY

WJBK Detroit—Granted mod. license to change name of licensee to Detroit Bcstg. Co.

WJNO West Palm Beach, Fla.—Granted CP install new trans.

WHOO Orlando, Fla.—Granted mod. CP for extension of completion date to 1-1-48.

WSAN Allentown, Pa.—Granted mod. CP for extension of completion date to 10-15-47.

WHLB Virginia, Minn.—Granted CP make changes in trans. equipment.

WMLT Dublin, Ga.—Granted CP install new vertical ant. and mount FM ant. on AM tower.

KDSH Boise, Ida.—Granted license for new station 950 kc 1 kw DA unl. and specify studio location.

KFSD San Diego, Calif.—Granted mod. CP for extension of completion date to 3-18-48.

WHBC South Canton, Ohio—Granted mod. CP for extension of completion date to 2-27-48.

KOPR Butte, Mont.—Granted mod. CP for extension of commencement and completion dates to 8-6-47, 2-6-48.

WHYU Newport News, Va.—Granted mod. CP for approval of ant., make changes in trans. equipment, approval of trans. location and specify studio location.

KSOL Yuma, Ariz.—Granted mod. CP for approval of ant. and trans. location.

WBOC Salisbury, Md.—Granted mod. CP for extension of completion date to 11-6-47.

WWSR St. Albans, Vt.—Granted mod. CP for extension of completion date to 9-1-47.

Gun Duel Aired

KSIG CROWLEY, La., reports that it held a peak Sunday audience glued to receivers for more than two hours Aug. 10 as staff members gave an on-the-scene description of a manhunt for a hitchhiker wearing unorthodox Army uniform who had shot a policeman and fled under buildings in Crowley's industrial rice milling section. One KSIG announcer, Noel Fruge, located a nearby telephone, which was connected immediately with the KSIG control room. B. Hillman Bailey Jr., station's general manager, relayed description of the action to listeners. About 50 feet from telephone manned by Mr. Fruge was Announcer Edmund Reggie, relaying by word of mouth to Announcer Fruge the information shouted to him (Reggie) by another announcer, Dick DeBie, who was at edge of warehouse under which the gunman was hiding. Highlight of broadcast was a description of gun duel between the hitchhiker and Assistant Chief of Police Curley Stelly. The chief won the duel.

Hearst Radio Inc., area of Baltimore—Granted CP new experimental television relay station. Granted CP for new experimental television station. Granted licenses to cover same.

Triangle Publications Inc., area of Philadelphia—Granted CPs for three new experimental television relay stations.

Allen B. DuMont Labs. Inc., area of New York—Granted license for experimental television relay station.

WASK Lafayette, Ind.—Granted mod. CP for extension of completion date to 10-1-47.

WREX Duluth, Minn.—Granted mod. CP for extension of completion date to 11-1-47.

KOAK Oak Cliff, Tex.—Granted mod. CP for approval of ant., change type trans., approval of trans. location and specify studio location.

KUSN San Diego, Calif.—Granted mod. CP for extension of completion date to 11-3-47.

KVCV Redding, Calif.—Granted request to cancel CP which authorized changes in vertical ant. and mount FM ant. on top of AM tower.

WMPS Memphis, Tenn. — Granted mod. CP for extension of completion date to 11-20-47.

KSLO Opelousas, La.—Granted mod. CP to change type trans. and approval of ant. and trans. location.

KCRS Midland, Tex.—Granted mod. CP for extension of completion date to 11-15-47.

KNOX Grand Forks, N. D.—Granted mod. CP change type trans., approval of ant. and trans. location, and change studio location.

WGUY-FM Bangor, Me. — Granted mod. CP to change corporate name to Guy Gannett Bcstg. Services.

WGAN-FM Portland, Me.—Same.

KFI Los Angeles—Granted mod. CP for extension of completion date to 12-26-47.

WNAO Raleigh, N. C.—Granted mod. CP for extension of completion date to 3-9-48.

WSAR Fall River, Mass.—Granted mod. CP for extension of completion date to 12-16-47.

KXXX Colby, Kan.—Granted mod. CP to make changes in vertical ant. and change studio location.

KNEW Spokane, Wash. — Granted mod. CP to change type trans.

KBRL McCook, Neb.—Granted mod. CP for approval of ant. and trans. location and specify studio location.

WPDQ-FM Jacksonville, Fla.—Granted mod. CP for extension of completion date to 9-15-47.

WKMA Quitman, Ga.—Granted mod. CP to change type trans.

WSWN Belle Glade, Fla.—Granted mod. CP to change trans. location and specify studio location.

WEWO Laurinburg, N. C.—Granted mod. CP to make changes in vertical ant.

KSMC San Mateo, Calif.—Granted license for new station 1550 kc 1 kw DA-N unl. and to specify studio location.

KROP Brawley, Calif.—Granted CP install new trans.

WLBT Liberty, N. Y.—Granted mod. CP to make changes in vertical ant. and change trans. and studio location.

WRGA Rome, Ga.—Granted mod. CP to change type trans. and make changes in DA.

KITE San Antonio, Tex.—Granted mod. CP for approval of ant. and trans. location, and specify studio location.

(Continued on page 70)

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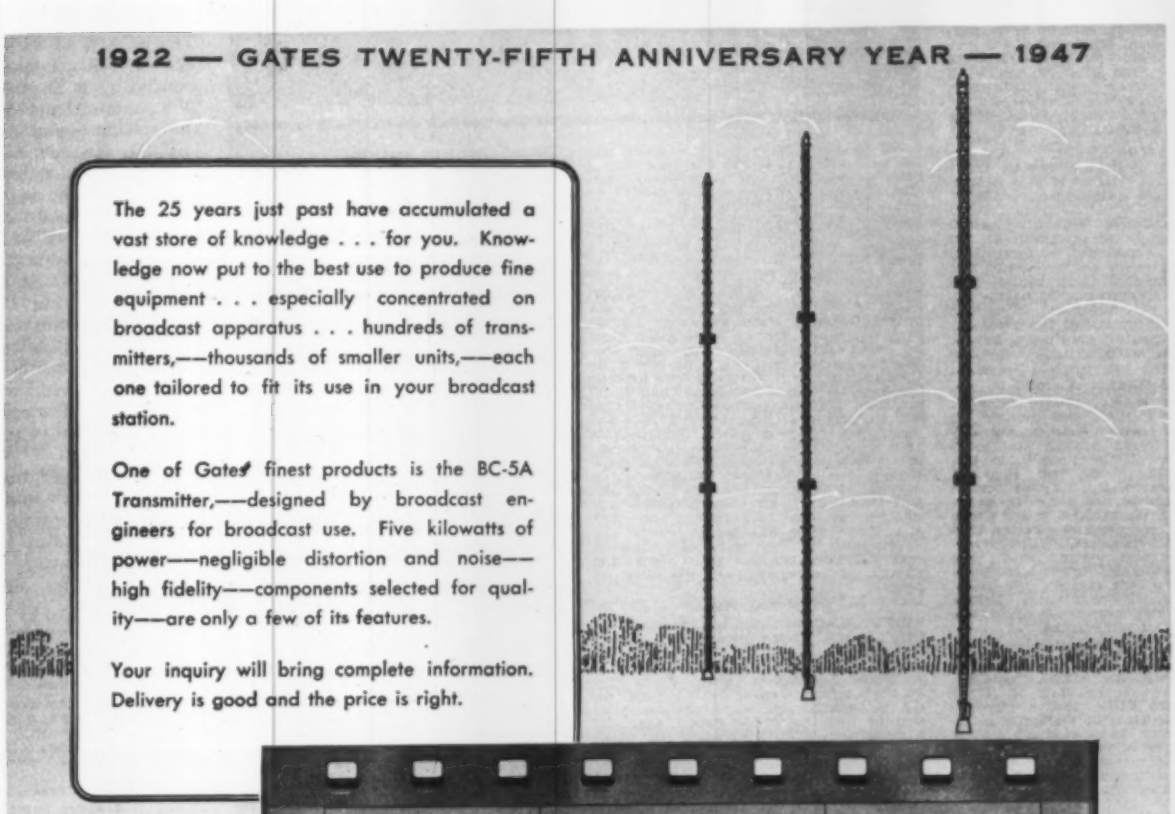

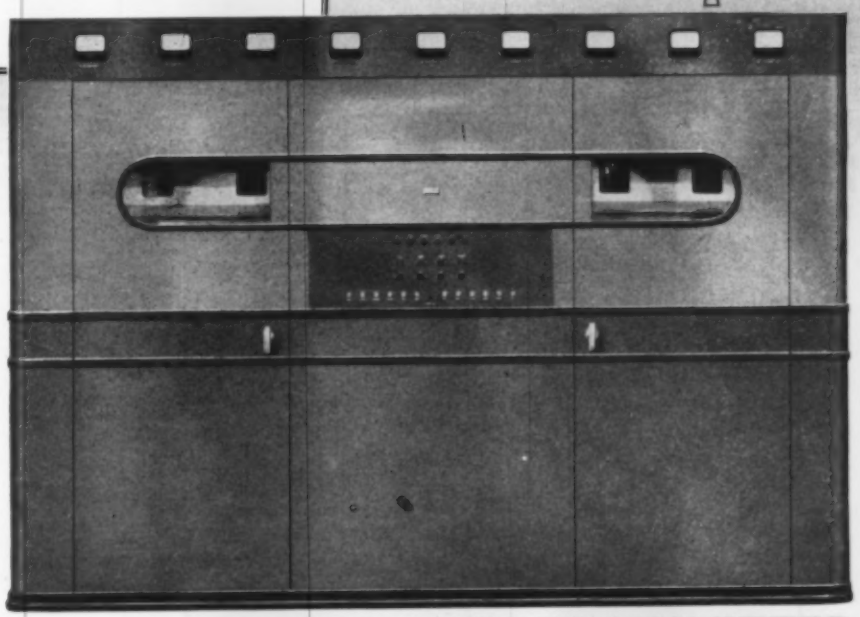

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PROGRAMS

EMBARRASSING situations and requests for solutions are presented as questions to interviewees on new type man-on-the-street show which started Aug. 17 on WJJD Chicago. Titled "Get Me Out of This," program features Claude Kirchner who interviews passersby and awards merchandise certificates for solutions to perplexing situations. Winners receive certificates redeemable for merchandise in Englewood Fur Shop, Chicago, and each contestant is honored with dedication of a song on the show. "Get Me Out of This" is recorded each Tuesday for presentation on Sunday 11:15-11:45 a.m.

Celebrates Increased Power

CELEBRATION of its increase in power to 5 kw was observed early this month by KDAL Duluth, with presentation of "Kilowatt Karnival" show from Duluth Armory. Minnesota's Governor Luther Youngdahl was guest of honor at the show which was attended by more than 4,000 KDAL listeners. Cedric Adams, radio commentator and columnist, also attended the celebration, originating his regular 10 p.m. newscast from the Armory. Other features of the show included a quiz contest conducted by Joe Cook of KDAL, with numerous awards to contestants.

Special Events Covered

BIG DAY for special events crew of KORN Fermont, Neb., was marked up Aug. 14 when station covered five on-the-spot broadcasts during the day's schedule. First of the broadcasts was made from the 4-H Club Fair by KORN's Ray Arvin. During this broadcast a fire broke out at a nearby grain mill and Mr. Arvin rushed to the scene with his wire recorder and assisted Ken McCaw, KORN's news editor, in covering the event and getting it on the air 30 minutes later. Later Mr. Arvin returned to the Fair and did two more on-the-spot shows from there. KORN aired two regular broadcasts from the fair each day, all sustaining.

Alaska Soap Box Derby

PROBLEMS of broadcasting the Soap Box Derby at Juneau, Alaska, have for some time worried the staff of KINY Juneau. In 1946 KINY used a wire recorder, but this year the station wanted to broadcast the race at time of its running. Because of varying course conditions, it is impossible to see starts from the finish line. So KINY mounted a shortwave transmitter in Announcer Bob Druxman's car and he followed racers along the course. A shortwave receiver was set up in a home along the course and broadcast was put on a telephone line to the station from there. KINY's broadcast also served as a public address system as the race committee urged listeners located along the course to place radios on porches and tune them up for benefit of spectators.

'Hello' Girl Is M.C.

SWITCHBOARD operator at WTOP Washington, Marie McGrain, has the opportunity for three weeks to talk to people, secure in the knowledge that no one can talk back to her. Miss McGrain, veteran "hello" girl at WTOP, is substituting for "Uncle Bill" Jenkins on the 5:30-7:30 a.m. "Corn Squeezin'" morning program while Uncle Bill takes a vacation starting Aug. 25. "Corn Squeezin'" avoids the "bright-and-cheery" attitude and makes no bones about how people feel at 5:30 a.m. Deep-voiced Miss McGrain is known as "Cousin Marie" on the show and follows the format of records and "such chatter as she can muster at that dim hour." She has never before had a program, but her telephone training (with WTOP since 1932) gives her plenty of experience in talking to people.

Wins Top Honors

FIRST PLACE in annual competition for farm and home programs produced through land-grant colleges of U. S. was awarded for third consecutive time to U. of Nebraska's "Farm Facts and Fun" program heard Sat. 1 p.m. on KFAB Omaha. Selection was made at annual meeting of American Assn. of Agricultural College Editors in Minneapolis. Second place went to Pennsylvania State College and third place to Iowa State College. "Farm Facts and Fun," in its tenth year of broadcasting, is written and produced by U. of Nebraska's extension editor, George Round, and Bill MacDonald, KFAB farm service director. Program originates at KFAB and is fed to Nebraska Wireless Network.

Solving Game Fish Problems

PRIZES are being awarded by the "Field and Stream Club" program on WSTV Steubenville, Ohio, for the best solution to the problem of purifying the Ohio River so that it will again abound with game fish. Subscriptions to several outdoor life magazines, cash, and, to the ladies only, membership in the Jefferson County Sportsmen's and Farmer's Assoc., are prizes that are being offered. Station reports that contest has aroused much interest and petitions are being circulated asking proper officials for their support of the project.

'Listen Barberton'

TO CREATE greater interest in neighboring city of Barberton, Ohio, WHKK Akron, is featuring a 45-minute program titled "Listen Barberton." Show is sponsored by merchants and business organizations in Berberton and is aired especially for homemakers and home owners of that city.

Asking For It

LISTENERS are being asked to write in why they dislike Syd Byrnes or his "Alarm Clock" show heard every morning over WCPS Tarboro, N. C., and valuable prizes are being awarded for the best letter. Any compliment that is paid Mr. Byrnes or his show, automatically eliminates the writer. Station reports that response is great.

Music Shows Criticized

HUMOROUS but forthright criticism of radio musical programs is basis for new weekly series of CBL Toronto and Trans-Canada network. "Mainly About Music" features Lister Sinclair, Canadian author and playwright, as critic of CBC musical shows. This is believed one of the first times a broadcasting organization has engaged a speaker to give talks criticizing its own programs.

Name Wanted

EVERY Saturday morning for half hour at WPAG Ann Arbor, Mich., local children are invited to sing, play, and recite to their heart's content. "Aunt" Marie Miller tells a weekly fairy story, and "Uncle" Jerry Ryan spins an Irish yarn or two. Children have invited listeners to write in their suggestions to help select a name for their program.

Safety Drive

TO HELP MAKE the streets and highways of Ontario safe for both drivers and pedestrians, CBL Toronto, and the Ontario stations of Trans-Canada Network have started weekly dramatized "Safety First" program. Each week program highlights cause of safety with dramatizations of actual happenings. Program is produced in co-operation with Ontario Dept. of Highways.

Great Plays and Life Dramas

THEATRE plays and real life dramas comprise format of new show built and produced by John Mole and Blevins Davis of Mole, Davis Inc., New York radio producers. Titled "The American Repertory Theatre on the Air," show is reportedly being negotiated for by prospective sponsor. In addition to plays and dramas, each show will present a commentary by drama critics. Dr. Frank Black of NBC Symphony will compose and conduct original scores for each show. Cast will include stars of stage, screen and radio.

Labor News

NEWS ABOUT trade union activities in the Toronto district and views of union members is aired weekly on Tuesday evenings on CJBC Toronto, in a new program "Labor News and Views." Program consists of five minutes of labor news and ten minutes of discussion or interviews. Program is arranged in conjunction with the Toronto Labor Council (CIO) and Toronto District Trades and Labor Council (AFL).

Dog Tale

SHOW designed to give helpful hints on care and training of dogs is being presented by KLZ Denver, Sun. 9:45 a.m. Featuring dog authority "Ros" Howard, a breeder of setters and pointers and author of a column on dogs program brings prominent dog fanciers to mike, presents sidelights on various breeds of dogs and features a "dog of the week" story each Sunday.

Weatherman's Problems

PROBLEMS of the weatherman are being aired in a new weekly evening program on CBL Toronto and the Trans-Canada network. Program "The Weatherman Says," deals with the technical difficulties connected with long-range weather forecasting.

Trapper Information

FIVE-MINUTE broadcast for benefit of trappers and fishermen on bayous and in swamps of Southern Louisiana is being broadcast by WDSU New Orleans Sat., 7:15 a.m. Sponsored by Southern Fur Trappers Union, broadcasts are in English and Cajun dialect. Trappers are cut off by swamps and can be reached only by radio and these broadcasts help them increase their catch by supplying them with weather reports and other needed information.

Working of Department Store

DESCRIBING inner-workings of a large department store, "Behind the Scenes" show is now heard over WCAE Pittsburgh, Wed. and Fri., 2:15 p.m. Format of series is designed to bring little known facts about department store buying, management, customer relations and other interesting data to the attention of customers and radio listeners. Latest record releases also are included in format of shows.

'Jay Walking'

INTERVIEWS with celebrities and comments on present oddities on prices are aired on "Jay Walk" program over WGN Chicago. Styled in humorous fashion, show is heard Mon. through Fri. 11:45 a.m. (CDST). "Jay" (E. Jerry Walker, m.c., presents observations on clothes, food, manners and morals discussed at random.

Thanks from British

BRITISH BROADCASTING Corp. is sending to Canada recorded interviews with recipients of relief clothing and food shipped by Canadians last winter and spring to Great Britain. Recordings are to be aired on Canadian stations, and senders who included their name with the parcels will be able to hear the personal spoken thanks from the British recipient.

Community Fund in Chicago

COMMUNITY FUND in Chicago, in its current series heard Wed. 6:30-45 p.m. (CDST), over WJJD Chicago, is presenting program combining story narration with music and message pointing out results of contributions made to Community Fund. Show titled "Music in the Past Tense," interweaves between light opera and popular numbers a true episode taken from Community Fund files. Story is told briefly but poignantly between musical selections with no mention of Fund until closing minutes of program.

350-MILE TV REACH

Kenosha Farmer Watches Ball Game Telecast by KSD-TV

TELECAST of a baseball game by KSD-TV St. Louis was received clearly by a farmer in Kenosha, Wis., more than 350 miles away, the station reports.

P. O. Krumm, who lives on a farm about 10 miles west of Kenosha, wrote the station last week that he happened to tune in during the fifth inning of the St. Louis Cardinals-Pittsburgh Pirates game being played at St. Louis. He said that he and his 12-year-old son watched the game on their standard 10-inch RCA table model receiving set and "the picture, without interference, without ghosts, and without fading, remained on the screen until your station signed off."

KSD-TV operates on Channel Five with 20 kw and a 546-ft.-high antenna. According to engineers, its sending radius is "at least 50 miles," but scattered reports from individuals have shown reception much further.

WCCM Lawrence - Lowell Underway As Daytimer

WCCM, operating with 1 kw daytime on 800 kc., is on the air as newest Lawrence-Lowell, Mass., outlet, according to George H. Jaspert, president of the Lawrence Broadcasting Co., licensee of WCCM. Studios are located at 54 Essex St., Lawrence, and 11 Kearney Square, Lowell.

Officials of the station include Gordon S. Ley, treasurer and general manager; William C. Engel, commercial manager; Arthur (Roxy) Rothafel, program and promotion manager; Nelson Lawson and Paul Hurd, engineers. Announcers are Tom Frank, Nick Caruso, Louis Rocke and William Moglia.

Work Begins on 250-w Ishpeming, Mich. Outlet

CONSTRUCTION has begun on WJPD, new 250-w outlet of the Ishpeming Broadcasting Co. on 1240 kc in Ishpeming, Mich., it was announced last week by J. P. Deegan, president of the permittee.

Installation of studio and technical equipment will be supervised by Carl H. Meyer of The Andrew Co., Chicago. WJPD plans to use AP and Lang-Worth services.

Westinghouse Campaign

J. H. STICKLE, Westinghouse Electric Corp. advertising manager, last week announced plans for an advertising and sales promotional campaign by the Westinghouse Home Radio Division in support of the new public relations and merchandising program of the Radio Manufacturers Assn. Two of the three Westinghouse promotion packages for fall release are built around the RMA's program of a radio for each member of the family. Idea will be further developed in a two-page spread in national and farm magazines during November.

Reber to Standards

GROTE REBER, radio physicist and engineer, has been appointed to the National Bureau of Standards staff, it was announced last week by Bureau Director Dr. E. U. Condon. Mr. Reber, who at present is supervising erection of a powerful radar device, will direct several new projects dealing with radio communications and particularly with radio noise.

Erwin Signs Six

ERWIN NEWS SERVICE of Washington, D. C., last week announced the signing of WLOS Asheville, N. C., as its latest client. Other recent additions include WILX North Wilkesboro, WBIG Greensboro, WSIC Statesville, WCBT Roanoke Rapids, and WEWO Laurinburg, all in North Carolina.

FIRST STEP toward construction of new FM station for WIBC, *Indianapolis News* outlet, has been taken with purchase of a new General Electric FM transmitter. Completing arrangements in the WIBC-GE transaction are (l to r): George S. Peterson, GE engineer; Harry Adams, WIBC chief engineer; Richard M. Fairbanks, president of WIBC and son of a former publisher of the *News;* Stephen Pozgay, GE. New FM transmitter will be installed in new building which will house WIBC's 50-kw transmitter when station moves to higher power early in 1948.

POWER
'Broadcasting' Letter Aids In Pa. Lawmaking

PROVING that the press is also powerful, a letter printed in BROADCASTING, May 19 issue, has been highly instrumental in changing the action taken by the Pennsylvania legislators in regard to setting up a state-wide radio network.

The letter, by Julian F. Skinnell, operations manager of WLBR Lebanon, Pa., favored proposed state funds for visual and audio education, but was against construction and operation of noncommercial educational stations. Mr. Skinnell held that the existing commercial facilities could be used. "It has been my experience," he wrote, "that commercial broadcasters are always willing to provide more radio time than is ever utilized by the schools."

U. F. Goodall, educational director of WHP Harrisburg, was chairman of the committee on education by radio and agreed thoroughly with Mr. Skinnell but was without documentary presentations needed to prove his point with the legislators who were holding out for an educational network.

Then BROADCASTING published Mr. Skinnell's letter, which Mr. Goodall immediately placed before the board members.

The bill was amended, with provisions for a division of radio and audio-visual education within the Dept. of Public Instruction, but with the statewide network plan out.

PRESENTATION of a television receiver to the Poor Richard Club of Philadelphia, was made by WFIL Philadelphia, and The Philadelphia Inquirer. Set will be installed in Club's television room for entertainment of all members.

BERGEN SHOW RESUMES SEPT. 7 ON NBC-CBC

STANDARD BRANDS Inc., New York (Chase & Sanborn coffee), following 14-week summer vacation, on Sept. 7 resumes *Charlie McCarthy Show* on 146 NBC and CBC stations, Sun., 8-8:30 p.m. (EDST).

Besides Edgar Bergen with his wooden Charlie McCarthy and Mortimer Snerd, cast will include Anita Gorden, vocalist; Pat Patrick, comic, as Ersel Twing; and Eddie Mayehoff, comedian. Ray Noble continues as musical director, with Ken Carpenter as announcer. J. Walter Thompson Co., New York, is the agency.

Outside name talent will be added to program on special occasions. First three broadcasts are to originate from Hollywood. Program also will travel to New York, using name radio talent there on an exchange basis.

WORD Makes Deal

WORD SPARTANBURG, S. C., which has been presenting a daily newscast from a remote studio set up in the newsroom of the *Spartanburg Herald-Journal*, has worked out a unique arrangement whereby the newspaper can call the station at any time and take the air to broadcast a big news break. The arrangement has worked out very well, according to Walter Brown, president of WORD.

Now! 5000 Watts Day and Night 570 KC

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WHBQ We're Honestly a Better Quipu*

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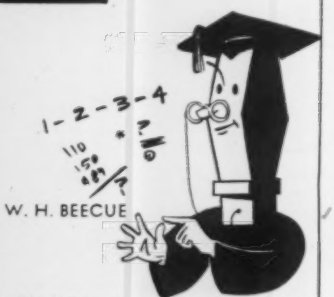

The letters we receive on our civic service programs, testimonials on our sales pulling power, and awards for promotional efforts all prove that WHBQ is the best station for you.

● WHBQ Broadcasts More Commercial Programs each week sponsored by Memphis Advertisers than any other station. —Memphis advertisers know Memphis media. Buy where they buy.

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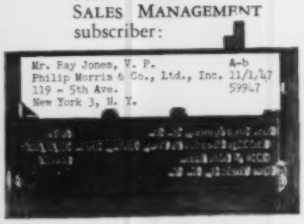
Tell your story to
TOP MANAGEMENT
where it really counts

9 . . . to the sales-minded President, the Vice President in Charge of Sales, the General Sales Manager . . . to the Top Management of *Marketing*.

Men like this SALES MANAGEMENT subscriber: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New York 3, N. Y.

You can reach thousands of these top men in

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In the Public Interest

Missing Man Found

WHEN Honolulu authorities were unable to locate one Willy Shafer, who had been last heard from when he left the Hawaiian capital four months earlier for Maui, one of the outer Hawaiian Islands, the Red Cross called upon KMVI, new MBS affiliate in Wailuku, Maui, for assistance. The station reports that four minutes after it had broadcast a description of the missing man and an appeal for aid in locating him a contact was made and he was found.

* * *

Contacts Sailor on Ship

FATE stepped in when WLAC Nashville, Tenn., was asked to locate a sailor stationed on a ship in Gulf of Mexico and inform him of a death in his family. With only his name to go on, WLAC made a 15-word announcement with the hope the sailor would hear it. The sailor was tuned to WLAC at exactly the right moment, heard the announcement and next morning was home in time to attend funeral services.

* * *

Neighbors to the Rescue

WHEN the floods ruined crops and delayed further planting operations in Iowa, a critical shortage of early maturing soybean varieties developed overnight. Dealers were completely sold out of soybean seeds that would mature a crop before frost, and farmers needed from 10 to 15 thousand bushels of seed immediately. After checking with farmers, WMT Cedar Rapids broadcast an appeal for information on early soybean seed supplies. Chuck Worcester, farm service director for WMT, made a "neighbor to neighbor" request to farmers further north to make seed available to Iowa farmers. Response was great and over 13,000 soybean seeds were located. Lists were promptly prepared by WMT and made available to farmers requesting the information.

* * *

Golf Clubs for Vets

GOLF BALLS and clubs poured into WOL Washington, after a request made by Art Brown on his *Five Star Review* program. He asked his listeners to send in their unwanted balls and clubs to be sent to convalescent veterans at Washington's Walter Reed Hospital. Special arrangements were made with the local Yellow Cab Co. for listeners to send in their donations via Yellow Cab or phone their address and a cab was dispatched to make the pick-up.

* * *

Youth Identified Thru WGKV

JUST before signing on the air one morning, WGKV Charleston, W. Va., received a call from a local funeral home saying a young boy had been seriously injured in front of the firm's office and police were requesting that WGKV appeal to radio audience for identification. Station reports that in three minutes after the appeal was made a call was received which identified the youth.

* * *

Help Comes From 500 Miles

WHEN a call for help with trucks and combines during the great Texas wheat harvest came from Pampa Chamber of Commerce, WOAI San Antonio, Tex., 500 miles away, appealed to its listeners for help with the 115,000 acres of wheat ready for harvest. Station reports that numerous volunteers for equipment were received.

* * *

'Laugh It Off'

A MINORITY GROUP fighting for all minorities is the theme of *Laugh It Off*, a public interest feature presented last month on WEAN Providence, by the Providence Urban League. WEAN donated the time for this presentation (7:15 to 7:30 p.m.), and asked listeners to send their comments to the station—"Tell us what you think of this special commentary on the great American comedy of intolerance . . ." Written and produced by Frank and Bettina Jones of Radio Productions, Providence, *Laugh It Off* dramatizes incidents of intolerance due to race, color and creed—and even regional intolerance—which occur in our nation. Radio Productions is offering this script to any local, non-commercial group for broadcast, with the only restriction the requirement of a credit line to its writers.

* * *

Wins Defendant's Freedom

CONVICTED of a petit larceny charge in connection with the passing of a worthless check, Albert Russell, defendant, now has been cleared of all charges, thanks to Carl Schroeder, associate news editor of WNDR Syracuse. Mr. Russell was found guilty at a Syracuse police court trial and was fined and sentenced to 60 days in the penitentiary. Mr. Schroeder rounded up witnesses to prove his innocence and was instrumental in making a second trial possible. At the second trial, Mr. Russell was acquitted and the prior conviction was set aside. The judge stated that he was "deeply grateful" to Mr. Schroeder for his work on the case.

* * *

Courtesy Plus

ALWAYS anxious to serve its listeners, WHYN Holyoke, Mass. a fortnight ago arranged for a private monitoring of a network show for two of its listeners. Mrs. John L. Sullivan of Holyoke called the station and asked if WHYN would be broadcasting the Yankee Network program featuring her brother, Charles F. Gilbert, due to receive on the air the American Defense and World War II Victory Medals. Unable to clear for the program, WHYN invited Mrs. Sullivan and her sister to the studios to hear the broadcast direct from the network line. The program was recorded off the line and the records were presented to the two guests. All of this was accomplished within an hour and a half after Mrs. Sullivan's original call.

SPEECH marking presentation of merchandise gifts to Mrs. Lois Wright (l), 100,000th patron of WRVA Richmond's Saturday night *Old Dominion Barn Dance*, is made by C. T. Lucy, general manager of station, and broadcast over WRVA.

Respects

(*Continued from page 46*)

Chick Sales' "The Specialist." And it was never meant to be heard over FCC's pure air.

Before the record had reached "the harness section" of the mail order catalogue referred to, the studio phone rang, and it was the boss with a few well-chosen comments on Mr. Fitzsimonds' choice of recordings.

Completely flustered, the new disc m.c. cut the offending record off immediately and started spinning the first one his hand landed on. It turned out to be "I Should Have Known Better." He still hears about it!

He continued as announcer until 1935 when he was promoted to the position of commercial manager. Just one year later he took over the duties of station manager. In addition, he is now a vice president of the company.

Together with P. J. Meyer, president and general manager, he runs a highly successful 5-kw operation in Bismarck. The station claims its secondary coverage is one of the greatest in the U. S.

Mr. Fitzsimonds participates in a number of civic organizations. He is a member of the board of directors of the Bismarck Assn. of Commerce, president of the Bismarck Kiwanis Club, and a member of the board of directors of the newly-organized Bismarck Country Club.

He is married, and has one daughter.

During his leisure hours he likes to shoot a round or two of golf, somehow managing to shoot slightly above par. He says the "slightly" varies. His friends chime in with "considerably."

In addition he is an avid bridge player. When fall rolls around, the best place to find him is out in some North Dakota field, stalking pheasants. He is a very good shot, though in this "game" he says he often comes out with a score slightly under par.

Petition in Providence FM Case Raises Policy Question

IS FCC'S POWER to assign frequencies subject to the wishes of a municipal government? May a newspaper applicant be required to change its editorial policies before it can get a station grant?

These questions, in effect, are now awaiting FCC's answer. They were raised in the Providence (R. I.) FM case, after the State House of Representatives passed a resolution asking the Commission to hold further hearings on the application of the Providence Journal Co.

There were six FM applicants for Providence and enough channels to go around. FCC granted five but withheld action on the *Journal's* pending further study of the House resolution [BROADCASTING, June 16].

The House, with a Democratic majority, questioned the justification for giving a grant to the *Journal*, an independent Republican newspaper. Its claims included a contention that "it has been necessary for citizens of the State to purchase advertising space in the *Providence Journal* and *Evening Bulletin* to reply to news articles and editorials affecting their reputation and character."

The resolution asked for further hearings and particularly resuested FCC to get the opinions of the mayors of Providence, Woonsocket, and Pawtucket.

In response to the Commission's subsequent request, Providence Mayor Dennis J. Roberts submitted a resolution by the City Council asserting that "it appears that there is no present need for the construction and operation of another FM broadcasting station within the state of Rhode Island, and particularly within the city of Providence." The resolution also challenged the newspaper's editorial policies.

Mayor Embrose R. McCoy of Pawtucket submitted a statement contending that six FM stations already have been assigned in Rhode Island and that a grant to the *Journal* would be a "disservice" to the people. FCC's records did not indicate a reply from Mayor E. E. Dupre of Woonsocket.

The Commission has not yet indicated whether it will call for further hearing. One hearing already has been held—in the City Hall at Providence—at which time the *Journal* pledged its proposed station to provide equal time for opposing sides in controversial issues, without indicating any change in the newspaper's partisan editorial policies. There was no opposition to a grant of the *Journal's* application at the hearing.

Control of WHUM Passes to Greigs

ACQUISITION of control of WHUM Reading, Pa. (1240 kc, 250 w), by President Humboldt J. Greig, ABC sales executive, and his wife was approved by FCC last Thursday. The transaction involves the $52,941 sale of 54.5% interest by six of the present stockholders to Mr. and Mrs. Greig, WHUM General Manager Robert G. Magee, and Thomas P. Robinson, manager of ABC's sales service department.

Mr. Greig, who already owns about 27% interest, will have 36.3%; Jessie P. Greig, who has about 18%, will own 27.3%; Mr. Robinson also will have 27.3%, and Mr. Magee will have 9.1%. The approximately 27% interest held by Mr. Greig before purchase of the additional stock, FCC authorities reported, included about 9% which he acquired, after the transfer application was filed, from Murray Carpenter, president and general manager of WPOR Portland, Me. Mr. and Mrs. Greig and Mr. Magee were formerly associated with Oliver Broadcasting Corp., which bought WPOR early this year [BROADCASTING, Feb. 10].

Sellers of the 54.5% interest in WHUM are G. F. Landon, Betty W. Landon, Lucinda Converse, Dorothy B. Woodall, Patricia Bacon and Max O'Rell Truitt.

Murray New KQV Head

JAMES F. MURRAY was named manager of KQV Pittsburgh last week, succeeding G. S. Wasser, who resigned. The two men were responsible for building KQV into a recognized station and together helped launch the MBS *Opinionaire*. Their report of the power strike in Pittsburgh won them a national service award. Under Mr. Wasser's general management Mr. Murray served as commercial manager. Mr. Murray is a former *Pittsburgh Press* sports writer while Mr. Wasser was manager of WJAS-KQV until the FCC duopoly ruling.

PIONEERING IN KANSAS CITY
SINCE
1942
—
NOW
AN ESTABLISHED
CLAIM
ON THE
KANSAS CITY
MARKET
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O. R. WRIGHT
SALES MGR.
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WTAD

WTAD gives dominant coverage of a prosperous rural-urban market —ideal for testing!

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A Lee STATION

KNOW
The Most Listened-to Station in
AUSTIN
Morning, Afternoon and Night
AMERICAN BROADCASTING COMPANY
TEXAS STATE NETWORK
WEED & COMPANY, National Representatives

FCC Actions

(*Continued from page 64*)

August 20 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KNGS Hanford, Calif.—Mod. CP which authorized new standard station to change type trans., make changes in DA, change trans. location and specify studio location.

WBBW Indianapolis—Mod. CP, as mod., which authorized new standard station for extension of completion date.

Assignment of CP

WKIC Hazard, Ky.—Voluntary assignment of CP to BMG Bcstg. Corp.

Modification of CP

KRUS Ruston, La.—Mod. CP which authorized new standard station for approval of ant. and trans. location.

AM—1490 kc

WABJ Adrian, Mich.—CP to change frequency from 1500 to 1490 kc, change hours from D to unl. and make changes in trans. equipment. (Contingent on WJBK grant to change frequency).

Modification of License

WCAR Pontiac, Mich.—Mod. license to change name of licensee from Pontiac Bcstg. Co. to WCAR Inc.

AM—1240 kc

Motor State Bcstg. Co., Ypsilanti, Mich.—CP new standard station 1240 kc 250 w unl. Contingent upon grant of WJIM for new facilities.

AM—1550 kc

The Montana Network, Billings, Mont.—CP new standard station 1550 kc 1 kw-N 5 kw-D unl. AMENDED to install DA-N and change trans. location.

Modification of CP

KOJM Havre, Mont.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

Modification of CP

KLAS Las Vegas, Nev.—Mod. CP, as mod., which authorized new standard station to change trans. and studio locations.

AM—1460 kc

The Joseph Henry Bcstg. Co. Inc., Albany, N. Y.—CP new standard station 1460 kc 500 w-N 1 kw-D unl. Request facilities of WOKO Albany.

Modification of CP

WGIJ Rochester, N. Y.—Mod. CP which authorized new standard station to change DA-DN (DA-2) to DA-N and to specify studio location.

AM—1570 kc

Pottery Bcstg. Co., East Liverpool, Ohio—CP new standard station 1570 kc 1 kw D.

AM—1390 kc

KCRC Enid, Okla.—CP increase 1 kw DN to 1 kw-N 5 kw-D and install new trans. employing DA-DN.

AM—1370 kc

KAST Astoria, Ore.—CP change frequency from 1230 to 1370 kc, increase 250 w to 1 kw, install new trans. and DA-DN (DA-1) and change studio location.

AM—1330 kc

KALE Portland, Ore.—CP change trans. location and make changes in DA-DN with FM ant. on top of center element. AMENDED to make changes in DA system.

Modification of CP

WNEL San Juan, P. R.—Mod. CP, as mod., which authorized change in frequency and installation of DA-DN for extension of completion date.

AM—960 kc

Mt. Pleasant Bcstg. Co., Mt. Pleasant, Tex.—CP new standard station 1340 kc 250 w unl. AMENDED to change frequency from 1340 to 960 kc, power from 250 w to 1 kw, hours from unl. to D, change type trans. and change studio location.

Modification of CP

WDEV Waterbury, Vt. — Mod. CP which authorized change in hours, install DA-DN and change in name of applicant for approval of DA system. AMENDED change name of applicant from Lloyd E. Squier, surviving partner of Lloyd E. Squier, and William G. Ricker d/b as Radio Station WDEV and Ernest C. Perkins, Executor of Estate of Wm. C. Ricker, deceased, to Lloyd E. Squier.

AM—1400 kc

Three Rivers Bcstg. Co., Kennewick, Wash.—CP new standard station 1400 kc 250 w unl.

Modification of CP

KFPW-FM Fort Smith, Ark.—Mod. CP which authorized new FM station for extension of completion date.

KLX-FM Oakland, Calif.—Same.

WFMV Augusta, Ga.—Same.

WRBL-FM Columbus, Ga.—Same.

WBML-FM Macon, Ga.—Same.

WGNB Chicago—Mod. CP, as mod., which authorized changes in FM station to change completion date.

FM—102.7 mc

Lake Shore Bcstg. Co., Evanston, Ill.—CP new FM station (Class B) on Channel 274, 102.7 mc, ERP 30.5 kw.

FM—94.5 mc

Moline Bcstg. Corp., Moline, Ill.—CP new FM station (Class B) on Channel 233, 94.5 mc, ERP 10 kw.

Modification of CP

WBOW-FM Terre Haute, Ind.—Mod. CP which authorized new FM station for extension of completion date.

FM—100.1 mc

Granite State Bcstg. Co. Inc., Manchester, N. H.—CP new FM station (Class A) on Channel 261, 100.1 mc, ERP 1 kw.

Modification of CP

WSYR-FM Syracuse, N. Y.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WMGM New York—Mod. CP, as mod., which authorized changes in FM station for extension of completion date.

WOPT Oswego, N. Y.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WHVA Poughkeepsie, N. Y.—Same.

WWNY-FM Watertown, N. Y.—Mod. CP, as mod., which authorized new FM station for extension of commencement and completion dates.

WBRE-FM Wilkes-Barre, Pa.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

KXYZ-FM Houston, Tex.—Mod. CP which authorized new FM station for extension of commencement and completion dates.

KGKB-FM Tyler, Tex.—Mod. CP which authorized new FM station for extension of completion date.

WCFC Beckley, W. Va.—Same.

WWCF Greenfield, Wis.—Same.

WKBH-FM LaCrosse, Wis.—Mod. CP, as mod., which authorized new FM station to change trans. site, change ERP to 77.9 kw ant. height above average terrain to 762.5 ft. and make changes in ant. system.

WMAW-FM Milwaukee — Mod. CP which authorized new FM station for extension of completion date.

FM—Unassigned

University of Houston, Houston, Tex.—CP new noncommercial educational station on power of 1 kw, emission special and unl. AMENDED to change type trans. and make changes in ant. system.

License for CP

Western Waves Inc., area of Seattle, Wash.—License to cover CP for new remote pickup station KBWZ and to change corporate name from Western Waves Inc. to King Bcstg. Co.

TENDERED FOR FILING

Modification of CP

KMPC Los Angeles—Mod. license to cover CP in part for operation with 10 kw-N 50 kw-D DA-N until issuance of license for 50 kw unl.

AM—1480 kc

KXOA Sacramento, Calif.—CP change frequency from 1490 to 1480 kc 250 w to 1 kw, install new trans. and DA-N and change trans. location.

AM—1010 kc

Gulf Shores Bcstg. Co., Crestview, Fla.—CP new standard station 1010 kc 1 kw D.

Modification of CP

WSAV Savannah, Ga.—Mod. CP requesting change over from non-DA to DA and DA to non-DA to be made 15 min. earlier or later than sunrise or sunset when sunrise or sunset occurs during continuous program.

AM—1340 kc

Continental Bcstg. Corp., Albuquerque, N. M.—CP new standard station 1340 kc 250 w unl.

Modification of License

KTRM Beaumont, Tex.—Mod. of license to change hours from D to unl.

AM—1340 kc

Hopewell Bcstg. Co. Inc., Hopewell, Va.—CP new standard station 1340 kc 250 w unl. (When 1340 kc is vacated by WGH).

Transfer of Stock

WRFW Eau Claire, Wis.—Consent to transfer of stock owned by John I. Kaiser, in permittee corporation to Keith Warner.

August 21 Decisions . . .

BY A BOARD

FM Authorizations

Authorized conditional grants for two Class B FM stations. Granted CPs one Class A and three Class B outlets; cond. Also authorized CPs in lieu previous cond. for two Class A and two Class B stations. See story this issue.

Hearing Designated

R. I. Bcstg. Co. and Inter-City Bcstg. Co., Providence, R. I.—Designated for consolidated hearing applications for Class B FM stations.

Modification of CP

WDNC Durham, N. C.—Granted mod. CP to make changes in DA and mount FM on AM tower; engineering cond.

Transfer of Control

KBNE Boulder City, Nev.—Granted consent to voluntary transfer of control of Boulder City Bcstg. Co. (license of KBNE Boulder City, Nev.; CP for KELN Ely, Nev.; relay station KBNH and applicant for new station in Las Vegas, Nev.) from J. C. Manix et al to Edward J. Jansen, Melvin O. Larson and Truman B. Hinkle for $30,000 and agreement to purchase additional 200 shares for $20,000 in order to provide working capital for licensee.

WFCI Pawtucket, R. I.—Denied petition requesting reconsideration and grant of application for mod. license to move main studios from Pawtucket to Providence.

Petitions Granted

WHBQ Memphis, Tenn. and KWTO Springfield, Mo.—Adopted decision and order granting petitions insofar as each requests Commision to mod. grant to Beaumont Bcstg. Co. to increase power of KFDM Beaumont, Tex., from 1 kw to 5 kw on 560 kc, install new trans. etc. and mod. said grant so as to make it expressly subject to cond. that grantee accept whatever interference may be caused to KFDM operating as proposed, by grant of WHBQ and KWTO in event such grants are made. Further ordered that KWTO petition be denied insofar as it requests Commission to reconsider and set aside said grant to KFDM and to designate it for hearing in consolidation with KFDM application.

Hearing Designated

KOSA Odessa and KBST Big Spring, Tex.—Designated for hearing applications each requesting change of facilities to 1230 kc 250 w unl.

Mississippi Bcstg. Co. Inc. and The Starkville Bcstg. Co., Starkville, Miss.—Designated for consolidated hearing applications for new stations 1230 kc 250 w unl.

Lockport Union-Sun and Journal Inc., Lockport, and Erie Bcstg. Corp., Buffalo, N. Y.—Designated for consolidated hearing applications for new stations 1230 kc 250 w unl. at Lockport and Buffalo.

Transfer of Control

WHUM Reading, Pa.—Granted consent to transfer control of 54.5% common voting stock from G. F. Landon, Betty W. Landon, Lucinda Converse, Dorothy B. Woodall, Patricia Bacon and Max O'Rell Truitt to Humbolt J. Greig, Jessie P. Greig, Robt. G. Magee and Thomas P. Robinson for $52,941.

License Renewal

KVOP Plainview, Tex.—Granted renewal of license for period ending Aug. 1, 1950.

Petition Granted

WORL Boston—Adopted order granting, in part, petition for extension of temporary licenses, and extended said temporary licenses covering operation of main and aux. trans. until Nov. 30.

License Renewal

WKPA New Kensington, Pa.—Granted renewal of license for period ending May 1, 1950.

WNOC Norwich, Conn.—Granted renewal of license for period ending Aug. 1, 1950.

FCC Box Score

FCC BOX SCORE of actions as of last week stands as follows: Standard stations—1,322 licensed, 523 construction permits, 699 applications pending (of which 386 are in hearing); FM—52 licensed, 871 conditional grants, 663 CPs (part of CPs come from conditional grants, others from hearing proceedings), 150 applications pending (85 in hearing); television—six licensed, 59 CPs, 13 applications pending (three in hearing); noncommercial educational FM—six licensed, 35 CPs, seven applications pending.

THE QUALITY STATION

WDUN

GREEN BAY, WIS.

BEN LAIRD, PRES.

DAY and NIGHT

COMPLETE METROPOLITAN COVERAGE

WRITE TO NATIONAL REPRESENTATIVE TAYLOR-HOWE-SNOWDEN Radio Sales

KSFO

SAN FRANCISCO

560

MUSIC PAYS OFF

Northern Californians are enthusiastic about KSFO's planned music . . . and discriminating advertisers are enjoying the Pay Off. Ask your Universal Radio Sales representative.

Wesley I. Dumm, President
Philip G. Lasky, Vice-President

August 21 Applications . . .

ACCEPTED FOR FILING

AM—890 kc

Voice of the Valley Co., Van Nuys, Calif.—CP new standard station 1340 kc 250 w specified hours. AMENDED to change frequency from 1340 to 890 kc; hours from specified hours (N) to D; change name of applicant from Herbert R. Land, Alan H. Esary, W. Fehr Gardner, Roger C. Patrick and Samuel J. Roley, partnership d/b as Voice of the Valley Co. to Albert Brightman Buffington, Edward Truman, Roger C. Patrick and Samuel J. Roley, partnership d/b as Voice of the Valley Co.

License for CP

KRLN near Canon City, Col.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WKAT Miami Beach, Fla.—Mod. CP which authorized to install old main trans. at present site of main trans. to be used for aux. purposes with 1 kw, for extension of completion date. Also mod. CP which authorized increase power and install new trans. for extension of completion date.

AM—1400 kc

Bay County Bcstg. Co., Panama City, Fla.—CP new standard station 1400 kc 250 w unl.

AM—990 kc

Dawson Bcstg. Co., Dawson, Ga.—CP new standard station 990 kc 1 kw D.

License for CP

WAYX Waycrosse, Ga.—License to cover CP, as mod., which authorized install new vertical ant. and ground system and to change trans. and studio locations and authority to determine operating power by direct measurement of ant. power.

KSEI Bocatello, Ida.—License to cover CP, as mod., which authorized change trans. location, increase power, install new trans., change DA and mount FM ant. on AM tower, and authority to determine operating power by direct measurement of ant. power.

WCAZ Carthage, Ill.—License to cover CP, as mod., which authorized change frequency, increase power, install new trans. and ant. and change studio and trans. location, and change studio location and authority to determine operating power by direct measurement of ant. power.

AM—1370 kc

Steel City Bcstg. Co., Gary, Ind.—CP new standard station 1260 kc 250 w D. AMENDED to change frequency from 1260 to 1370 kc, power from 250 w to 1 kw and change type trans.

AM—860 kc

WSON Henderson, Ky.—Authority to determine operating power by direct measurement of ant. power.

License for CP

KENT Shreveport, La.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WLYN Lynn, Mass.—Mod. CP which authorized new standard station to make changes in trans. equipment and for approval of ant. and trans. location. AMENDED to make changes in ant.

AM—1440 kc

Pellegrin & Smeby, Detroit—CP new standard station 1460 kc 500 w D. AMENDED to change frequency from 1460 to 1440 kc, power from 500 w to 1 kw.

Modification of CP

WEVE Eveleth, Minn. — Mod. CP which authorized new standard station for approval of ant. and trans. location and to specify studio location.

AM—1230 kc

KGDE Fergus Falls, Minn.—CP increase 100 w-N 250 w-D to 250 w-DN and install new vertical ant.

Modification of CP

KVNC Carson City, Nev.—Mod. CP which authorized new standard station for approval of ant.; trans. and studio locations.

AM—1240 kc

Utica Bcstg. Co., Utica, N. Y.—CP new standard station 1240 kc 250 w unl. Contingent upon WIBX being granted change of facilities from 1230 to 950 kc.

Modification of CP

WPFB Middletown, Ohio—Mod. CP which authorized new standard station to change type trans. and for approval of ant., trans. and studio locations. AMENDED to change type trans.

WROL Knoxville, Tenn.—Mod. CP, as mod., which authorized increase in power, changes in trans. equipment and DA for extention of completion date.

License for CP

WGAP Maryville, Tenn.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—1490 kc

Bee Bcstg. Co., Beeville, Tex.—CP new standard station 810 kc 250 w D. AMENDED to change from 810 kc to 1490 kc; hours from D to unl. (Contingent on KEYS change to 1440 kc).

License for CP

WFHR Wisconsin Rapids, Wis.—License to cover CP, as mod., which authorized installation of new vertical ant. and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WSGN-FM Birmingham, Ala. — Mod. CP which authorized new FM station for extension of completion date.

WHGU-FM Ithaca, N. Y.—Same.

WNXC Lima, Ohio—Mod. CP, as mod., which authorized new FM station for extension of commencement and completion dates.

WTFM Tiffin, Ohio—Mod. CP which authorized new FM station for extension of completion date.

KPRA Portland, Ore.—Same.

WFNZ Allentown, Pa.—Same.

WPAM-FM Pottsville, Pa.—Same.

WFBC-FM Greenville, S. C.—Same.

KGBS-FM Harlingen, Tex.—Mod. CP, as mod., which authorized new FM station for extension of commencement and completion dates.

WLEE-FM Richmond, Va.—Mod. CP which authorized new FM station for extension of completion date.

WIBA-FM Madison, Wis.—Mod. CP which authorized new FM station to make changes in ant. system.

License for CP

WSOY Decatur, Ill.—License to cover CP which authorized new remote pick-up station WSIA.

AM—1430 kc

Stephen Detzer, Hermosa Beach, Calif.—CP new standard station 1430 kc 250 w D. (Contingent upon KWKW being granted change of facilities).

THE EILERMANS keep it in the family as Bernard (seated), president of H. Eilerman Sons Inc., Covington, Ky., buys a six-a-week 15-minute sport news show on WZIP, new 250-watter taking the air Sept. 1 in Covington. Art Eilerman (l), youngest of the three brothers, is president of WZIP and Bob Eilerman (r), is treasurer of H. Eilerman Sons. Bernard was also vice president of Northern Kentucky Radio Corp. which had sought an outlet in Covington.

Modification of CP

KNBH Los Angeles—Mod. CP for new commercial television station to change type trans. and trans. location.

KGO-FM San Francisco—Mod. CP which authorized new FM station for extension of completion date.

Assignment of License

KSMA Santa Maria, Calif.—Voluntary assignment of license to Santa Maria Bcstg. Co.

AM—1360 kc

Southern Radio and Equipment Co., Jacksonville, Fla.—CP new standard station 1360 kc 1 kw D.

AM—810 kc

WDAE Tampa, Fla.—CP change frequency from 1250 to 810 kc, increase power from 5 to 10 kw, install new trans., make changes in DA and change trans. location.

AM—1400 kc

WROM Rome, Ga.—CP change frequency from 710 to 1400 kc, change hours from D to unl., power from 1 kw to 250 w, install new trans. and make changes in vertical ant.

License for CP

KSEI-FM Pocatello, Ida.—License to cover CP, as mod., which authorized new FM station.

Modification of CP

WBKB Chicago—Mod. CP which authorized change of frequency, trans. site, changes in trans. and ant. system, to extend completion date.

TV—198-204 mc

Columbia Bcstg. System Inc., Chicago—CP new commercial television station on Channel No. 11 (198-204 mc) with vis. 5 kw (peak) and aur. 5 kw.

Modification of CP

WWXL Peoria, Ill.—Mod. CP which authorized change in frequency, increase power, change hours and install DA-DN to change frequency from 1590 to 1290 kc, increase 1 kw to 5 kw, install new trans., make changes in DA and change trans. location. Requests facilities of WIRL.

AM—1580 kc

Inland Bcstg. Corp., Charles City, Iowa—CP new standard station 1580 kc 250 w D.

AM—1230 kc

Lebanon Bcstg. Co., Lebanon, Mo.—CP new standard station 1230 kc 250 w unl.

License for CP

National Bcstg. Co. Inc., area of New York—License to cover CP which authorized construction of new experimental television station.

Modification of CP

WRUN-FM Utica, N. Y.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

KVSO-FM Ardmore, Okla.—Mod. CP which authorized new FM station for extension of completion date.

KMED-FM Medford, Ore.—Mod. CP, as mod., which authorized new FM station for extension of commencement and completion dates.

WIPR San Juan, P. R.—Mod. CP, as mod., which authorized new standard station to make changes in DA and change trans. location.

AM—1010 kc

Carr P. Collins Jr., Corpus Christi, Tex.—CP new standard station 1010 kc 10 kw D. Contingent upon KWBU being granted change of facilities.

TV—180-186 mc

Lucy-Potter Television Bcstg. Co., Dallas, Tex.—CP new commercial television station on Channel No. 8 (180-186 mc) with 5 kw vis. and 2.5 kw aur.

WHA-FM Madison, Wis.—Mod. CP, as mod., which authorized new noncommercial educational station for extension of completion date.

License for CP

WJMC-FM Rice Lake, Wis.—License to cover CP which authorized new FM station.

TENDERED FOR FILING

Assignment of License

KKIN Visalia, Calif.—Voluntary assignment of license to KKIN Inc.

Assignment of CP

KBRL McCook, Neb.—Voluntary assignment of CP to McCook Bcstg. Co.

AM—1400 kc

University City Bcstg. Co., Norman, Okla.—CP new standard station 1400 kc 250 w unl. (request facilities to be released by KTOK).

Assignment of License

WCOS Columbia, S. C.—Voluntary assignment of license to Radio Columbia.

AM—1340 kc

Russell G. Eversole, Petersburg, Va.—CP new standard station 1340 kc 250 w unl.

Hearings Before FCC . . .

AUGUST 28

Further Hearing

WOOP Inc., Dayton, Ohio—CP 1150 kc 1 kw-N 5 kw-D unl. DA-DN.

Northwestern Ohio Bcstg. Co., Lima, Ohio—CP 1150 kc 1 kw unl.

Sky Wave Bcstg. Corp., Columbus, Ohio—CP 1150 kc 1 kw-N 5 kw-D DA unl.

Intervenor: WDEL Wilmington, Del.

DON'T BUY WLBR . . .

If you are interested only in the Harrisburg market. If you want to advertise only in Lancaster, we recommend a Lancaster station. A York station will do a superior job for you in that city. You also have a choice of excellent stations in Reading.

BUT . . . if you want to cover ALL of these major Pennsylvania cities, like many of our clients, with a SINGLE STATION, at low cost, then—

. . . DO BUY WLBR

"The Voice of Lebanon Valley"

WLBR

Serving Central Pennsylvania from Lebanon

JULIAN F. SKINNELL, Operations Manager

Radio Advertising Co., National Representatives

A STRATEGIC SPOT

Play your radio shots so you won't miss. In this very important THREE KEY CITY MARKET . . . Beaumont, Port Arthur, and Orange . . . your sure shot is KFDM!

REPRESENTED BY

FREE & PETERS, INC.

AFFILIATED WITH

AMERICAN BROADCASTING CO., INC.

TRANSCRIBED AND AVAILABLE

for a

27.4 Hooper!

That's a whale of a rating, But that's what the Texas Rangers get at WGBI, Scranton, Pa. They get it with their famous transcription service — which features the western and folk songs that never grow old. And they get the tall Hooper at 6:30 p. m., too, when there is a 37 per cent sets in use figure. Yes, Scranton listens to and likes the Texas Rangers. It's no wonder WGBI renews year after year. Buy the Texas Rangers transcriptions for your market. They build a big audience at WGBI and at scores of other stations, too. They can do the same for you. Wire, write or telephone.

The Texas Rangers

AN ARTHUR B. CHURCH PRODUCTION

Pickwick Hotel • Kansas City 6, Mo.

SELL

No. 1 Market

• WINSTON-SALEM

• GREENSBORO

• HIGH POINT

IN THE SOUTH'S

No. 1 State

WSJS

WINSTON-SALEM

THE JOURNAL-SENTINEL STATION

NBC

AFFILIATE

Represented by

HEADLEY-REED COMPANY

Wagner Seeks KINY Juneau; Nine Others Ask FCC Consent

IF FCC SHOULD approve acquisition by William J. Wagner of KTKN Ketchikan and KINY Juneau, Alaska, as requested in applications tendered for filing at FCC last week, the owner of KFQD Anchorage would become operator of 62.5% of Alaska's broadcast outlets. Mr. Wagner is to pay $140,000 for the two stations to their present owner, Edwin A. Kraft, who is retiring from Far North broadcasting to devote more time to his Seattle interests. Mr. Wagner also is permittee for new stations in Fairbanks and Seward.

Other new transfer applications at FCC include sales of KSMA Santa Maria, Calif., for $32,500 and WVOS Liberty, N. Y., for $26,020.23 plus. In addition requests also have been filed for changes in ownership status by: KGIL San Fernando, Calif.; KTYL Mesa, Ariz.; WRFW Eau Claire, Wis.; WCOS Columbia, S. C.; KKIN Visalia, Calif.; KBRL McCook, Neb., and WKIC Hazard, Ky.

Mr. Kraft is two-thirds owner of Northwest Radio Advertising Co. and Alaska Life Publishing Co. and sole owner of Pacific Alaska Sales Co., merchandising firm, all in Seattle. In the KTKN-KINY sale applications he stated that because of business increases in Seattle he is required to divest himself of either those holdings or his Alaskan stations. The applications continued further that he believes an Alaska resident can operate the stations more in the interest, convenience and necessity of the public.

Seeks Better Programming

Mr. Wagner, who with his wife owns Alaska Advertising Co., was reported in the applications as hopeful of securing better programming and service through the combined operation. Programs would be exchanged and the stations eventually would be interconnected for a better overall Alaska service, it was stated. The applications also pointed out that Mr. Wagner is devoting full time to pioneering radio in Alaska and that since the cities are very small a better organization can be built up through the operation of several outlets.

KTKN is assigned 1 kw on 930 kc while KINY operates on 1460 kc with 5 kw. Mr. Wagner's KFQD is licensed for 1 kw operation on 790 kc and holds construction permit for power boost to 5 kw. The new Fairbanks station, KFRB, is assigned 1 kw on 1290 kc while the new Seward outlet will operate specified hours on 1340 kc with 250 w. KFQD, KINY and KTKN in the fall of 1946 were organized as charter members of Alaska Broadcasting System, said to be the first Alaskan network [BROADCASTING, Sept. 16, 1946].

At the time of the agreement Mr. Wagner gave Mr. Kraft a loan of $50,000 which is slated for other than broadcast use, according to the application. When the transfers are approved, the note is to be cancelled and in addition Mr. Wagner will pay $25,000. The remaining $65,000 is to be covered by notes.

KSMA requests Commission approval for assignment of license to Santa Maria Broadcasting Co. Present owners must dispose of the station because of illness of Hugh G. Shurtliff, only partner with radio background. Mr. Shurtliff, application said, has had nervous breakdown and has been under a doctor's care. His KSMA associates are Charles A. Shurtliff, Mareby Cardella (Della) Shurtliff and Cleo Agnes Center.

Santa Maria Broadcasting is headed by Raymond H. Hardenbergh, onetime FCC radio inspector and former design engineer at Eitel-McCullough Inc., president and chief engineer; William J. Davidson, program director of KECA Los Angeles, vice president and general manager, and Frank Garrish Moreland, secretary. Firm will issue 325 shares, $100 par. Mr. Hardenbergh is to acquire not less than 200 shares and Mr. Davidson not less than 80 or more than 125 shares, according to an agreement given in the application.

KSMA is assigned 250 w on 1450 kc.

WVOS Sale

Sullivan County Broadcasters, a new firm, purchases WVOS from Bernard K. Johnpoll at cost, according to the application. The consideration is based on a to-date cost plus that which will be expended by Mr. Johnpoll before WVOS goes on the air. Station is assigned 250 w on 1240 kc.

Transfer request states that the high altitude of Liberty might adversely affect Mr. Johnpoll's potential heart ailment, according to his physician, and certain other afflictions acquired in the war. Sullivan County Broadcasters is composed of: David A. Kyle, freelance writer, president and 14%; Donald A. Corgill, otolaryngology trainee at Barnes Hospital, St. Louis, vice president, 18%; Donald V. Murray, circulation manager, *Sullivan County Evening News*, Monticello, N. Y., secretary, 14%; Arthur L. Cooper, commercial manager WWSC Glens Falls, N. Y., treasurer, 14%; Harriet M. Kyle, wife of Judge Arthur C. Kyle, director, 20%, and Max H. Rhulen, president and 75% owner Max H. Rhulen Insurance Agency, 20%.

KGIL asks consent to transfer of control from C. P. M. Allen, deceased, to Helen Ruth Allen, his wife, who is both executrix and chief beneficiary of his estate. Mr. Allen was secretary-treasurer and 56.4% owner of KGIL. No money is involved. J. G. Paltridge is to continue as president and general manager, according to the application. KGIL is assigned 1 kw on 1260 kc.

KTYL requests assignment of license from present partnership to Sun Valley Broadcasting Co. Inc., a new firm composed of the same individuals and reflecting the interest changes which have occurred since formation of the original partnership. Although all were to have equal interests in the partnership, the partners subsequently have acquired varied interests. Two were unable to acquire contemplated veterans loans while several others received various interests for services rendered.

Holdings in the new firm, corresponding generally to partnership interests, are: Howard L. Roberts, president and 18%; Bert A. Randall, vice president, 20.77%; Elmo Howard, secretary, 20.77%; Lorenzo W. Lisonbee, treasurer, 8.58%; Donald Ellsworth, director, 13.87%; Samuel F. Curtis, director, 13.87%; Joseph M. Standage, director, 2.76%, and Ernest J. Burgi, director, 1.38%. Mr. Howard, new addition to the organization, acquires at cost half of the interest held by Mr. Randall. The latter had $15,000 invested in the partnership. KTYL assignment is 250 w on 1490 kc.

In the WRFW transfer, John I. Kaiser sells his right to 30% inter-

Judge of Beauty

JUDGE Justin Miller, NAB president, will warm up his judicial demeanor in the next fortnight as he prepares to serve on the board of judges for the Sept. 3-6 Atlantic City beauty pageant at which Miss America will be chosen. Formerly on the bench of the Tax Court and the U. S. Court of Appeals for the District of Columbia, Judge Miller has promised to reach his decision with the same careful scanning of the facts and the same calm impartiality that marked his judicial career.

• MUTUAL NETWORK

COMING! • FULL TIME

5000 WATTS

• 710 KILOCYCLES

est at cost, $1,688.75, to Keith Werner, secretary-treasurer, who also sells one-fifth of his 25% interest to Thomas K. Werner, president, for $1.00 and other good and valuable consideration." Mr. Kaiser withdraws to devote more time to his other interests, application said. When the shuffle is approved, the ownership would be: T. K. Werner, 10%; William J. Kutsch, vice president, 16%; Keith Werner, 50%; William E. Keefe, 16%, and James A. Riley, 8%. WRFW is assigned 1 kw day on 1050 kc.

Voluntary assignment of license of WCOS is requested from Carolina Broadcasting Corp. to Radio Columbia, parent firm. Transfer constitutes liquidation of the subsidiary holding. Officers and ownership of both firms are the same. WCOS operates on 1400 kc with 250 w.

KKIN seeks voluntary assignment of license to KKIN Inc., new firm of which D. O. Kinnie, present KKIN licensee, is president and sole owner. Other officers are Madge K. Kinnie, vice president, and Gareth W. Houk, secretary-treasurer. KKIN has same facilities as WCOS.

Partnership incorporation is requested by KBRL with present co-partners taking same interests in new firm. Assignee, McCook Broadcasting Co., includes: William J. Cox, president; LeRoy W. Lanwell, vice president; Arthur V. Henri, treasurer, and Edward Cooper, secretary. KBRL holds CP for 250 w on 1450 kc.

Similarly, WKIC Hazard, Ky., seeks assignment of CP from present partnership to BMG Broadcasting Corp., new firm comprising same owners: Fred B. Bullard, president; Charles W. Metcalf, vice president, and Richard H. Goodlette, secretary - treasurer. WKIC assignment is 1340 kc, 250 w.

Move Again Denied

FCC LAST WEEK denied petition of WFCI Pawtucket, R. I., requesting reconsideration and grant of its application to move main studios from Pawtucket to Providence. WFCI is ABC affiliate, assigned 5 kw on 1420 kc.

1866 Lt. Gen. J. G. Harbord 1947

LT. GEN. JAMES GUTHRIE HARBORD,, U. S. Army (retired), former president and chairman of the board of RCA, died on Aug. 20 at his home in Rye, New York, after a brief illness. He was 81 years old.

Because of failing health, Gen. Harbord recently requested retirement as chairman of the RCA board of directors and on July 11, 1947, the board acceded to his request. He was named honorary chairman and continued as a member of the board of directors. At the same time, David Sarnoff was elected to serve RCA as its chairman as well as its president.

Gen. Harbord joined RCA on Jan. 1, 1923 and served as president until 1930 when he was elected chairman of the board of directors.

His colorful army career began in 1889 when he entered the army as an enlisted man. He saw service in Cuba, the Philippines and on the Mexican border, and on May 1, 1917 General John J. Pershing selected him as Chief of Staff of the First American Expeditionary Force in France. In August 1919 President Wilson named him Near East Chief of the American Military Mission to Armenia. When Gen. Harbord applied for retirement from the army on December 29, 1922, to succeed Edward J. Nally, first president of RCA, the Secretary of War approved it with the following comment: "The industry into which you are going is still in its infancy, and offers a large field for your activity. Being a gallant leader in the army, there is no doubt that you will prove to be an equally great leader in the industrial and commercial field."

Gen. Harbord's executive connections included: Chairman of the board of directors of RCA Communications Inc.; chairman of the board, RCA Institutes Inc.; director of NBC; director of Marconi Telegraph Cable Co.; director of Bankers Trust Co.; director of the Atchison, Topeka and Santa Fe Railway and director of the New York Life Insurance Co.

Surviving are his wife, Anne Lee Brown Harbord and two step-children, Lt. Col. Lewis Brown and Mrs. Anne Brown Whiting, both of Rye, N. Y.

Gen. HARBORD

Funeral services were held Friday morning in New York and burial with full military honors was at Arlington National Cemetery in the afternoon.

Radio Stocks Show Best Trend on N. Y. Exchange

LATEST TABULATIONS of Securities and Exchange Commission, Philadelphia, show common stocks of radio manufacturers listed on New York exchange had the best upward record of 27 different industries in the four weeks ending July 12.

Composite increase was 3.2, 3.1, 8.5 and 4.9% of the industry index for each of the four weeks respectively. Only eight other industries showed a gain for each of the four weeks. They were agricultural machinery, chemical, drug and cosmetic, industrial machinery and tool, merchandising, oil producing and refining, public utility holding, tire and rubber.

WORL BOSTON LICENSE EXTENDED TO NOV. 30

WORL Boston, facing deletion Aug. 31 for alleged concealment of ownership, was granted an extension of temporary license to Nov. 30 by FCC last week.

The extension, authorized Thursday, was not unexpected, since the Commission earlier had called for oral argument on Sept. 25 on the station's petition for rehearing [BROADCASTING, Aug. 11].

The petition contended rehearing is merited because renewal was denied on a 3-to-1 vote, with less than a majority of the Commission deciding the case, and because of changes in both the Commission and its staff since the case was heard.

The Spartan Women and the Chambray

Jane Dalton, Women's Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scurried off to buy some of the chambray she had just described. There wasn't enough left to make a doll's dress!

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Hollingbery

CBS Station for the SPARTANBURG-GREENVILLE Market

*1922 *1923 *1924 *1925 *1926 *1927 *1928 *1929 *1930 *1931 *1932 *1933 *1934 *1935 *1936 *1937 *1938 *1939 *1940 *1941 *1942 *1943 *1944 *1945 *1946 *1947

25 Years

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KLZ DENVER

The West's First Station

ASK THE KATZ AGENCY

Now Mississippi's Greatest Show on the air 620 K.C ON YOUR DIAL

WRBC JACKSON

MUTUAL NETWORK

rebel broadcasting co.

Serving ★ MISSISSIPPI

THE BRANHAM COMPANY, Representatives • 5 KWD 1 KWN

Justice

(*Continued from page 13*)

cussion was of an exploratory nature, first of a series to be conducted by the Department to determine whether formal complaint should be filed.

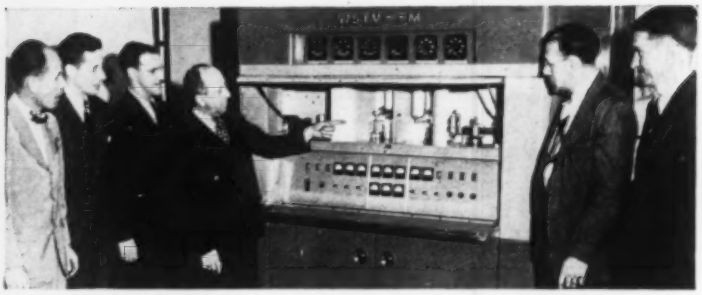
It is understood the Department has examined the record of the House Subcommittee hearings at which Mr. Petrillo had testified that he exerts personal control over the FM policy of the AFM and that he expects to get many jobs for musicians as FM develops. The Department did not ask FMA to file formal complaint against AFM or its president.

Presidents of the four major networks met in New York Wednesday to discuss the Petrillo decision. After the meeting it was stated that the networks already had been in touch with the Dept. of Justice and that a meeting would be arranged.

The networks, in their reply to Mr. Petrillo, said his refusal to allow duplication "will seriously retard the development of FM broadcasting." They called his action "clearly contrary to the public interest.

Text of the telegram, signed by Mark Woods, ABC; Frank Stanton, CBS; Edgar Kobak, MBS, and Niles Trammell, NBC, follows:

We regret exceedingly your decision of yesterday regarding duplication of network programs on FM stations. Your action will seriously retard the development of FM broadcasting, and, we therefore feel, is clearly contrary to the public interest. We urgently request a further meeting as soon as possible to bring about a solution to this problem.



FINAL INSPECTION is given 1-kw Westinghouse Electric transmitter as it is turned over to WSTV-FM Steubenville, Ohio, after installation. L to r: George B. Saviers, Westinghouse electronic sales engineer; David Mackey, Westinghouse sales representative; J. M. Troesch, technical director for WSTV; G. DeCroce, Westinghouse service supervisor; W. M. Charles, Westinghouse installation engineer, and C. S. Shepherd, WSTV chief engineer.

NAB's FM Executive Committee, convening at 10 a.m. today (Monday), was slated to go into the subject in detail. The matter was added to the agenda last week, since the original call for a meeting had been issued before the Petrillo denial.

Chairman of the NAB committee is Leonard Asch, WBCA Schenectady, independent commercial FM station of many years' standing. Mr. Asch is a member of the FMA board of directors. Among other pioneer FM operators on the NAB committee are Walter J. Damm, WTMJ Milwaukee; Gordon Gray, WMIT (WSJS) Winston-Salem, N. C.; Everett Dillard, KOZY Kansas City-WASH Washington; Wayne Coy, NAB board liaison member, and a member of the FMA board.

Miller Statement

NAB's position in the FM music situation was stated Tuesday by President Justin Miller who said the action would mean serious delay in the development of FM. He predicted continuance of the stalemate and explained NAB many times has asked the union head to lift his FM ban.

Shortly after the Petrillo reply to the networks was made public Tuesday Mr. Bailey said that Dept. of Justice and FCC intervention would be sought. Opinion of Mr. Marks that FM stations could broadcast programs of their affiliated AM stations as a result of the Lea Act decision, was recalled by Mr. Bailey, who said:

We take the position that FM is an advancement in the art of radio broadcasting and is not a separate service. We sincerely believe that within a few short years FM will replace AM or ordinary radio entirely. At the same time we are cognizant that the refusal of Mr. Petrillo to permit the duplication of musical programs on FM stations will serve as a serious delay in the development of a broadcast art which the FCC has termed the "finest." If musical programs are denied FM at this time, the art's development, we fear, will be seriously delayed.

It is our contention that under the Lea Act and Taft-Hartley Law, neither Mr. Petrillo nor any other individual, corporation or organization can lawfully deprive FM of live musical programs which are available to radio stations affiliated with networks.

The major networks, now serving the ordinary radio stations and a few FM stations, take the position that their contracts with the AFM do not include nor do they provide for the duplication of musical programs on FM. On the other hand, network programs without music are made available to FM stations.

The FM Assn. contends that the network-AFM contracts now in force do not, on their face, preclude the duplication of musical programs on AM and FM stations simultaneously.

The contracts provide for the employment of musicians for "radio broadcasting purposes. FM is broadcasting, in an advanced stage. The network-AFM contracts do not restrict the music of musicians on commercial or sustaining programs to any specific number of radio stations. For instance, one commercial program may be broadcast by only 25 or 30 stations while another may be carried by 150 or more stations. The rates for employment of musicians are broken down to categories of commercial and sustaining programs.

Inasmuch as FM is providing service to the public—and I might add a service comparable to AM stations (with the exception of live music)—we of FMA cannot see how Mr. Petrillo draws a distinction between FM and AM.

We do not feel, as does Mr. Petrillo, that making network or other live music available to FM stations affiliated with network or AM stations, would place independent FM stations with no affiliation at a disadvantage. Of the more than 1,000 ordinary radio stations on the air today, less than two-thirds are affiliated with networks, yet those independent stations are performing a public service and in many instances are employing live musicians and other talent.

We feel that the issue at stake is far greater than the mere pitting of independent FM stations against those with network or AM affiliations. It is a question of depriving the public of a service. Just as it is the listener's right and privilege to tune in Kate Smith, Bing Crosby, Jack Benny, the NBC Symphony and other programs on ordinary radio, it should be his right and privilege to enjoy those programs over the better facilities of FM transmission and reception.

The FM Assn. pledges itself in the public interest.

In Chicago radio circles disappointment was expressed over the Petrillo ban on FM duplication. Frank P. Schreiber, general manager of WGN Chicago (which operates WGNB with special AFM contract for live studio orchestra), said he was "keenly disappointed." He added, "The cost of broadcasting is so tremendous that almost any station needs every advantage today to be able to compete in the field." Mr. Schreiber was one of the representatives who attended the July 31 meeting of network officials and Mr. Petrillo at which lifting of the ban was asked.

'Can Afford to Pay'

In announcing his telegram to the four network heads, Mr. Petrillo told reporters FM stations could still offer live music by paying stand-by fees. "I concede that this is extremely unlikely but if the boys want music as bad as they say they do they can afford to pay for it," he said.

Asked to clarify this statement, Mr. Petrillo mumbled something incoherent and changed the subject.

His plan to enter the recording business has been abandoned on advice of counsel, he said. The threat to put AFM into recording was made at the subcommittee hearings in July. "They tell me they have checked the legality of the idea and that there might be some danger of violating the anti-trust laws," he said. "Anyway we've given up the idea—temporarily, anyway."

Reaching into his desk, Mr. Petrillo produced several pages of figures which he reeled off, pounding the desk with his fist to make various points. He said that of some

MBS Board to Meet

MBS board of directors will hold its quarterly meeting on Sept. 12 and 13 in Atlantic City, N. J., preceding the NAB convention.

KFMB sells SAN DIEGO

There's no pro and con when it comes to results on KFMB. Our advertisers get results —increased sales— increased profits. Why? Because San Diego good listening centers around KFMB. Sell from "the inside" and you sell more at less cost.

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• Now operating KFMB-FM

BASIC AMERICAN NETWORK (Pacific Coast)

SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

Heard by most . . .
Preferred by most
in the BUYING Ark-La-Tex

KWKH
SHREVEPORT
50,000 WATTS
Represented by The Branham Co.

The Shreveport Times Station

1,300 AM stations, 850 hire no musicians and the remainder hire only 2,932 musicians who are paid $12,658,773 annually. "As of July 31," he shouted, "the total musicians' payroll for all broadcasting was $23,000,000." The difference in the two sums, he explained, was due to single engagements of non-staff musicians at networks.

Outside Chicago, New York and Hollywood, he continued, 289 network AM stations employ 1,909 AFM musicians, paying $6,558,391. Sixty-eight independent stations paid $983,000 in 1946, employing 325 AFM musicians, with the 12 network stations in New York, Chicago and Hollywood hiring 698 musicians and paying them $5,117,382.

Of this total, he went on, 305 New York musicians earned $2,324,201; 290 Chicago musicians earned $1,777,197 and 103 Hollywood musicians earned $815,984 from the broadcast industry either as staff or per-performance employes.

In his telegram to the four network presidents announcing he could not permit free duplication of network music on FM stations, Mr. Petrillo pointed to the fact that FM stations are licensed separately on different frequencies. He voiced a desire to protect independent FM stations from unfair competition and reminded that AFM locals are ready to negotiate with FM stations desiring live music.

Text of his telegram to the network presidents follows:

Since our meeting of July 31 in Chicago, at which time we discussed AM and FM broadcasting, consideration has been given to your request to permit members of AFM to render services for both AM and FM programs simultaneously.

The federation holds that FM broadcasting is separate and distinct from AM broadcasting. FCC licenses each FM station separately, assigns individual call letters and channels, and the station is required to comply with all FCC regulations.

Many FM stations have no affiliations with either an AM station or a network and could not possibly enjoy the benefits of AM programs even if the federation were willing to permit this dual service.

Certainly the FM station with no AM affiliation is just as deserving and should not have to suffer this competitive disadvantage, neither should the federation be a party to such discrimination.

We must bear in mind that the number of FM stations will eventually number into the thousands and the present new facilities could not possibly feed all these stations.

The locals of the AFM are ready and willing to negotiate wage scales and conditions for FM broadcasting. At the present time there are a number of FM stations employing musicians and it would not be sound policy for the federation to eliminate the employment and potential employment of these musicians in other stations by agreeing to service both AM and FM simultaneously.

The federation does not insist that the FM stations employ musicians, but if they do need musicians, locals will be ready and willing to negotiate contracts. This would give the FM stations the benefit of live music, also give the public the chance to hear FM and in return, musicians will have employment opportunities.

New York-Chicago-Mississippi Video Network Loop Is Seen

A TELEVISION network loop "in the near future" extending from New York to Chicago, south to Jackson, Miss., east to Atlanta, and north to Washington and New York was foreseen by FCC last week as a result of grants for new links in AT&T's coaxial cable.

Intermediary points of the "loop," FCC said, would include St. Louis and Memphis on the circuit from Chicago to Jackson, and Charlotte, N. C., on the route from Atlanta to Washington. Only television use of the cable now is on the link from New York to Philadelphia to Washington.

One of the projected new links—from Augusta to Atlanta—will complete the transcontinental cable route from New York to Los Angeles via Atlanta and Dallas, FCC declared.

There was no indication, however, as to when coast-to-coast network television might develop. AT&T has indicated that at virtually all points, along the southern route and elsewhere, the availability of network video facilities will depend to a great extent upon demand [BROADCASTING, June 16].

The new coaxial links were included in a $10,940,000 expansion program for which FCC last Thursday granted blanket authority to AT&T and four of its subsidiaries. The program will supplement existing facilities by construction of 512 miles of cable (470 miles of coaxial), 780 miles of copper wire, 4 "L" type and 2 "K" type carrier systems, "to provide immediate and future relief in the Augusta-Atlanta, Minneapolis-Des Moines, St. Louis-Memphis, and Frankfort, Ky., sections.

The St. Louis-to-Memphis link, FCC reported, will be the first in the St. Louis-to-New Orleans coaxial cable which, upon completion, will provide a complete route from Chicago to New Orleans. When these facilities are completed, Memphis will be tied into the coaxial network.

Output of Receivers Drops Off in July

OUTPUT of broadcast and television receivers declined in July, Radio Manufacturers Assn. announced Friday. The decline was spread through all types of receivers and was ascribed to seasonal factors such as vacations.

Production for the month (figures cover five full weeks) totaled 1,155,456 units, of which 70,649 were FM-AM and 10,007 television receivers. FM-AM output in June totaled 76,624 sets, television 11,484 sets, with an overall total of 1,213,142 units.

Though the month's totals are down, production rose sharply during the last week, amounting to 357,240 units. The July television total far exceeds any other month this year except June.

Of the FM-AM receivers produced by RMA member companies (about 90% of the set industry's production), 14,176 were table models, 485 consoles, 55,987 radio-phonograph combination consoles and one table model radio-phonograph combination.

Total production of 9,766,100 sets for the seven months of 1947 includes 516,212 FM-AM models and 56,396 television models.

New Don Lee Outlet

KYAK Yakima, Wash., operating on 1400 kc with 250 w, replaces KIT, that city, as Don Lee Broadcasting System affiliate effective Sept. 1. New DLBS outlet is headed by Robert S. McCaw as president and general manager. Elroy McCaw is vice president and Tom Olson serves as secretary-treasurer.

Upcoming

Aug. 25: NAB FM Executive Committee, NAB Hdqrs., Washington.
Aug. 27: NAB Sales Managers Retail Adv. Sub-committee, BMB Board Room, New York.
Sept. 3-4: Western Assn. of Broadcasters annual convention, Minaki Lodge, Minaki, Ont.
Sept. 9: RMA Adv. Committee, Roosevelt Hotel, New York.
Sept. 11: Group of Independent NBC Affiliates, Hotel Claridge, Atlantic City, N. J.
Sept. 12-13: NBC Affiliates Convention, Hotel Claridge, Atlantic City, N. J.
Sept. 12-13: FMA Convention, Roosevelt Hotel, New York.
Sept. 12-13: MBS Board of Directors quarterly meeting, Atlantic City, N. J.
Sept. 14: BROADCASTING Magazine Golf Tournament, Atlantic City Country Club, Atlantic City, N. J.
Sept. 15-18: NAB 25th annual convention, Convention Hall, Atlantic City, N. J.
Sept. 17: Council on Radio Journalism, Atlantic City.
Sept. 17-19: CBC Board of Governors meeting, Hotel Palliser, Calgary, Alta.
Sept. 18-20: Affiliated Advertising Agencies Network annual meeting, Hotel Schenley, Pittsburgh, Pa.
Sept. 29: Clear Channel Hearing, FCC Hdqrs., Wash., D. C.
Oct. 6-8: Assn. of National Advertisers annual meeting, Hotel Chalfonte, Haddon Hall, Atlantic City.
Oct. 6-9: Financial Advertisers Assn. Convention, New York.
Oct. 12-15: AAAA Pacific Council annual meeting, Ahwahnee Hotel, Yosemite National Park, Calif.
Oct. 23-25: Life Insurance Advertisers Assn. annual meeting, Chateau Frontenac, Quebec.
Oct. 29-31: Assn. of Canadian Advertisers annual convention, Royal York Hotel, Toronto.
Nov. 3-5: National Electronics Conference, Edgewater Beach Hotel, Chicago.
Nov. 8-9: Southwestern Assn. of Advertising Agencies fall convention, El Paso, Tex.

IT'S A FACT!

THE ABC STATION FOR YOUNGSTOWN IS YOUR BEST BUY FOR OHIO'S 3rd MARKET

ASK *HEADLEY REED*

WFMJ
YOUNGSTOWN, OHIO

COMING SOON 5000 WATTS

FACSIMILE FACTS

A reality NOW!

ALDEN SCANNER

Wheel it in, plug it in. Be on the air the same day.

Why wait?

Alden Facsimile Equipment is in operation. It is thought through, tooled and jigged for mass production. We are manufacturing not theorizing. Install this equipment and do your own learning and experimenting. Request: "Facsimile Brown Book."

IN OPERATION AT THE SHOW

Alden PRODUCTS CO.
117 N Main St. Brockton, Mass.

San Francisco Business

(*Continued from page 16*)

an optimistic eye toward the final quarter of 1947. They predicted business would be comparable to 1946, if not a shade better.

Kirk Torney, commercial manager of KGO, ABC owned station, said: "KGO is completely sold out in morning and afternoon time, with very little "A" time (night) available. For the past three months this station has successively surpassed the billing of the same months in 1946. I look for a very good fall and winter season."

KQW (CBS) sales manager D. M. Greene reported: "From the way things look at this time, business on KQW may top even the high of the war years. Spot inquiries are very strong and we have a number of advertisers planning to use the medium for the first time. Retailers are gradually waking up to the fact that radio can do a job for them."

Billings Up

Philip G. Lasky, general manager of KSFO, declared:

"Billings on this station are well ahead of last year and prospects for the future months look more substantial than was true earlier in the year. We are tapping new fields."

Typical comment among the station representatives was that of Jack Hall, of W. S. Grant Co. He stated:

"I find that most of the local merchants using radio plan to stick with their time commitments—and in many cases are increasing their budgets."

Another representative—Earl H. Smith, San Francisco manager of Edward Petry & Co.—stated that business has bounced back since the slump felt last January and February and that the future looks bright.

Lindsey Spight, San Francisco manager of John Blair & Co., was most optimistic of all:

"Our billing to date has been 60% above 1946 and may go higher. Sixty per cent of these sales are going into program time. We have sold more first-timers this year than in any year since the war."

Carl Nielsen, San Francisco manager of NBC spot sales, also reported that the future looks encouraging.

Following are some accounts currently using radio and which plan to remain on the air through the fall and winter:

Standard Oil of Calif., San Francisco, in addition to its long time sponsorship of the "Standard Symphony Hour" and "Standard School of the Air," recently started a new campaign in the major markets of the seven Western States. Spot announcements are being used. It is using as well, "All-Star Western Theatre," a half-hour, weekly on the Arizona network; "Farm Highlights"—a quarter hour five times weekly on KFI, Los Angeles and "Farmers Digest"—a half hour, five times weekly on KPO, San Francisco. Agency is BBDO.

Tidewater Associated Oil Co., San Francisco, will continue to sponsor amateur sports. Agency is Buchanan & Co.

Acme Breweries, San Francisco, will continue its heavy use of radio. Currently it is sponsoring a series of newscasts in the San Francisco area, news columnist Herb Caen on KPO; "Murder at Midnight" weekly on KFRC. In August it will start sponsorship of all games played by the 49ers, San Francisco professional football team, both at home and abroad. Acme is also using spot announcements and newscasts on stations throughout Northern California. Agency is Brisacher, Van Norden & Staff.

Baseball Sponsorship

Rainier Brewing Co., San Francisco, is making plans for sponsorship of the 1948 baseball games of the teams of the Pacific Coast League. About 20 stations in California, Nevada and Arizona will be used. Agency is Buchanan & Co.

General Brewing Co., San Francisco (Lucky Lager beer), is sponsoring "Lucky Lager Dance Time" from 10 p.m. to midnight, seven nights weekly on 6 stations in California. It plans to continue this program throughout the year. Agency is McCann-Erickson.

Roma Wine Co., San Francisco, will continue sponsorship of its CBS network show "Suspense." It also will continue use of spot announcements for Roma and LaBoheme wines in various key markets throughout the country. Its radio network and station appropriation will not be increased unless there is a rate increase on the part of the stations. Agency is Biow Co.

E. & J. Gallo Winery, Modesto, Calif. (Gallo wines), is planning to use spot radio in the principal markets throughout the country. Campaign now being planned by Harrington, Whitney & Hurst, San Francisco, newly appointed agency.

Pacific Telephone & Telegraph Co., San Francisco (public utility), will continue its current spot announcement campaign calling attention to telephone number changes in the bay area, through the fall season. Its service aid spots—one-minute ETs, throughout the Pacific Coast region, will also continue. Number of stations used vary from 12 to 50. Agency is BBDO.

National Biscuit Co., San Francisco (Shredded Wheat), in September will start Lew Lacey on 23 Pacific network NBC stations, thrice weekly. Company is now sponsoring quarter-hour newscasts in the Mountain States. Agency is Botsford, Constantine & Gardner.

Lucky Stores, chain of super markets in Northern California, will buy radio spots throughout fall season on KPO, KGO San Francisco and in areas where new stores are being opened—San Leandro, Salinas and San Bruno.

ELAINE CARRINGTON, author of *Pepper Young's Family*, is feted by sponsor and agency executives at a party in New York's St. Regis Hotel for having completed her 3,000th script. L. to r.: G. Douglas Morris, vice president of Pedlar and Ryan Inc., and agency's account executive for Camay soap; Harold B. Thomas, also a vice president of the agency; Mrs. Carrington; W. M. Ramsey, director of radio for Procter & Gamble Co., sponsors of program, and Thomas L. L. Ryan, president of Pedlar and Ryan.

Agency is Botsford, Constantine & Gardner.

Golden Gate Food Co., San Francisco (jams and jellies), will continue use of its ET singing commercials on KPO, KGO and KSFO. Agency is Botsford, Constantine and Gardner.

Rosefield Packing Co., Alameda, Calif. (Skippy Peanut Butter), is sponsoring the "Skippy Hollywood Theatre," half-hour ET variety show, on approximately 36 stations in the United States and Honolulu. Plans call for continuance of this program. Agency is Garfield & Guild, San Francisco.

Guittard Chocolate Co., San Francisco, is conducting a test campaign in two markets and advertising may be increased in the winter. Agency is Garfield & Guild.

Golden State Co., San Francisco (dairy products), is sponsoring "Lady Go Lucky" and has participating sponsorship on the "Housewives Protective League." Agency is BBDO.

Tea Garden Products, San Francisco (jams and jellies), is using 15-second station breaks on 12 stations in selected markets and plans to continue campaign. Agency is BBDO.

Langendorf United Bakeries, San Francisco, is sponsoring "Red Ryder" on the Pacific Coast Mutual network and news, participations and ET spots on 35 stations in the Pacific Coast area. Agency is J. Walter Thompson Co.

Washington State Apple Commission, Wenatchee, Wash., seasonal user of radio, tentatively plans a campaign in early fall, using a heavy spot announcement schedule in the major markets throughout the United States for period of 13 weeks. It may increase its radio budget this year. Agency is J. Walter Thompson Co.

A. Schilling & Co., San Francisco (coffee and spices), is using spot announcements throughout the West and Midwest. Agency is Beaumont & Hohman.

Haas Bros., San Francisco (Trupak foods), is sponsoring the quarter-hour "Noon News" five times weekly on KPO and five-minute "Local News" five times weekly on KMJ, Fresno. Agency is Leon Livingston.

California Packing Corp., San Francisco (canned foods), is using a large number of stations throughout the country in a spot announcement campaign. Agency is McCann-Erickson.

Soap Campaigns

S.O.S., San Francisco (cleanser), is conducting a campaign of spots on a large number of stations throughout the country. Agency is McCann-Erickson.

Par Soap Co., Oakland, Calif. (granulated soap), is sponsoring "Kate Smith Speaks," 3 times weekly, on 43 stations of the Don Lee-Mutual Pacific network; 12 stations of the Inter-Mountain network and 4 stations in the Arizona network. It also sponsors cooperatively "Art Linkletter's House Party" twice-weekly on CBS and Montana stations and in Stockton, Calif. Its sponsorship of Bill Henry five times weekly in Butte and Great Falls, Montana, will terminate with the end of daylight time.

West Coast Soap Co., Oakland (Powow and White Navy Soap), has a participation on "Three Alarm" on KIEM Eureka, and four spots weekly on KQW San Francisco. Agency is Brisacher, Van Norden & Staff.

Lyons-Magnus Rootbeer Co., San Francisco, is currently using spots on KFBK and KROY Sacramento. It plans to expand to Oakland soon. Agency is Brisacher, Van Norden & Staff.

Mario Packing Co., San Francisco (corned beef hash), is sponsoring a newscast thrice weekly on KQW. Agency is Brisacher Van Norden & Staff.

Calso Water Co., San Francisco (medicinal), is sponsoring two quarter-hour musical programs weekly on KPO, San Francisco, and one quarter-hour weekly show on KJBS, same city. It is also using six spot announcements weekly on Frank Cope's Alarm Klok Klub.

Hon. Curt Peterson
Marschalk & Pratt
New York City

Dear Curt:

I'm having trouble gettin' around town these days . . . too much buildin'. The telephone company is spending a million dollars on an addition to their present offices while half a block away a two million dollar department store is goin' up, one of tht finest in the East . . . more buildin' . . . more business . . . more for your money in Charleston, W. Virginia and WCHS!

Yrs.
Algy

WCHS
Charleston, W. Va.

FRIENDS

"To make a friend, you must be one."
Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW The Voice of Kansas in TOPEKA

KJBS. Agency is Harrington, Whitney & Hurst.

Associated Dental Products, San Francisco (tooth powder and paste), is sponsoring "Sunday Band Concert," half-hour weekly on the Mutual-Don Lee Pacific coast network. Agency is McCann-Erickson.

Peet's Granulated Soap Co., San Francisco, is currently using transcribed spot announcements in the seven western States and probably will continue through the fall season. Agency is Leon Livingston.

Ford Dealers Advertising Assn., San Francisco, is conducting a spot announcement campaign, using one-minute and 15-second station break transcribed announcements on 50 stations in the Pacific Northwest area; 25 stations in the Salt Lake area and two stations in the Denver area. Agency is J. Walter Thompson.

Transport Firms

Pan American World Airways, San Francisco, is sponsoring weather forecasts, news and time signals on Alaskan stations in Anchorage, Fairbanks, Ketchikan and Juneau, and will continue during the remainder of the year, according to present plans. Agency is J. Walter Thompson Co.

Pacific Greyhound Co., San Francisco (bus transportation), for its eleventh consecutive year is sponsoring "Romance of the Highways" music and travelogue featuring Commander Scott, on 42 stations including the Mutual network, Arizona network and independents throughout the West. Agency is Beaumont & Hohman.

Morris Plan of California, San Francisco (loans), is using one hour, seven nights weekly of "Dinner Music" on KSFO San Francisco, and a five-weekly half-hour on KFAC Los Angeles. Agency is Leon Livingston.

Macey's Jewelers, San Francisco, currently is sponsoring "Boston Blackie" half-hour weekly on KQW San Francisco. Agency is McCann-Erickson.

Anglo-California National Bank, San Francisco, in addition to spot announcements, sponsors 15 - minute "Auto News of the Week with Harry Elliott" on 11 Don Lee Northern California stations, plus KSFO San Francisco.

W. P. Fuller & Co., San Francisco (paints and glass), on July 28 started for 52 weeks a five-minute newscast featuring Frank Goss six weekly on CBS Pacific Coast network, first time in years that firm has used radio. The company will use spot radio in Idaho, Utah, Montana and Arizona. Agency is McCann-Erickson.

Three Win Renewals

THREE standard stations last week were awarded license renewals for the regular period. KVOP Plainview, Tex., and WNOC Norwich, Conn., were renewed until Aug. 1, 1950, while WKPA New Kensington, Pa., received renewal for period ending May 1, 1950.

Business Index—Canada

Canadian Business to Rise This Fall

Spot Advertising Leads Way for Another Banner Year

By JAMES MONTAGNES

CANADIAN radio advertising prospects, as seen by agency executives, station representatives and network officials at Toronto, look good for the coming season, but many advertisers are holding back definite commitments until late this month. Transcription firms point out they have never given as many presentations as this year, but national and regional advertisers were a little slower than usual in buying shows. "Too early" was general comment when data on specific accounts was asked by BROADCASTING.

From information that is available it appears Canadian commercial broadcasting will be up from last year, with a greater tendency to spot business and local advertisers taking more time and coming in for programs instead of spot announcements. None of the executives interviewed was pessimistic or talked recession; all felt that there would be a slight upward trend, at least.

Budgets Higher

Canadian advertisers do not like to divulge what they are spending on radio advertising, and agencies are repeatedly requested by the majority of advertisers not to disclose figures, and in some cases entire campaigns, in advance. This makes it difficult to obtain specific percentage or amount increases in business. From a number of agencies it was learned, however, that advertising budgets are up, some as much as 15%, to take care of greater competitive selling as well as increased rates of stations and of talent, both transcribed and live.

"From all indications, the business picture for the fall and winter months looks good," said Doug Scott, director of broadcast advertising of the Canadian Assn. of Broadcasters. "There is still a substantial backlog of purchasing power available from wartime savings, added to which is the increased money available to large segments of the wage earners through recent wage adjustments. If the Marshall Plan materializes, it will mean increased production needed to supply these heavy demands for export goods. A growing resistance by the middle salary group to paying the prevailing high prices for staple lines must be noted, however.

Summer Slack Easing

"Indications are that more and more national advertisers will be using radio as an important part of their selling efforts in the highly competitive period we are now entering. There is a noticeable increase in the interest shown in national spot programs among Canadian advertisers. Canadian stations are making available improved sources of pertinent information such as standards of audience measurement."

While one station representative pointed out that about 30% of the business handled through his office is now booked from one to three months in advance, another stated that because a number of national and regional accounts are not renewing fast enough or not making decisions quicker, local advertisers are stepping into choice spots on at least one major market station on his list, with the result that national and regional accounts have less availabilities on that station.

He also pointed out that there is a tendency among national and regional advertisers to use a constantly smaller number of stations because of increased station rates. Smaller stations are losing out under this policy while major market stations are getting a more exclusive section of the business. Station representatives felt that each year more business is being placed in summer months, so that the former slack season has largely disappeared.

Advertising agency timebuyers and radio directors report increased attention by advertisers who have never before used radio, and that advertisers who have been absent in recent years are planning to come back this fall. Most advertisers who used radio in the spring will be back on the air, some with transcribed programs instead of live network shows.

Food product advertisers are waiting definite commitments on the crop prospects, but are expected to use more radio time. Heavy industry advertisers such as automobile manufacturers, have not yet made definite commitments to return to the air in Canada. At least one car manufacturer is known to be auditioning Canadian programs with intention of going network this winter. One agency reports that at least one new Canadian advertiser is going on American stations to advertise his Canadian products in the United States. (Canadian breweries have for some years used American border stations to advertise their beer to Canadians, because of advertising restrictions in Canada.) Spot announcement campaigns are reported by more than one agency to be increasing frequency and using more stations.

The Canadian network picture, according to the Canadian Broadcasting Corp. commercial department, looks good, with just about everything on the board before the summer hiatus being renewed. A number of new advertisers are in line for the Dominion daytime network. Evening time on the Trans-Canada and Dominion net-

(*Continued on page 78*)

To Cover The Tri-state
(WEST VIRGINIA-KENTUCKY-OHIO)
$231,837,000 Retail Market
you need
WSAZ
HUNTINGTON, W. VA.
5000 DAY
1000 NIGHT
930 KC
ABC PROGRAMS
represented by BRANHAM

RADIO'S THRILLING HALF-HOUR TRANSCRIBED DETECTIVE SHOW
"BOSTON BLACKIE"
Radio's greatest point-per-dollar buy!
16.5
IN MINNEAPOLIS
C. E. Hooper October-December, 1946
Consistently Beats All Competition on Stations From Coast-to-Coast!
WRITE
FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
Hollywood
New York • Chicago

NAB Code on Convention Agenda

Complete Airing Slated At Atlantic City Meeting

By J. FRANK BEATTY

NAB'S proposed new Standards of Practice will be unveiled at the Sept. 15-18 convention in Atlantic City and laid before the industry for full debate [CLOSED CIRCUIT, Aug. 14].

Still strictly a secret document, the code awaits minor burnishing of rough edges before a perfected version is submitted to members of the Special Standards of Practice Committee and the board.

President Justin Miller is to preside at the convention discussion of the code. He has indicated a desire to give all interested persons a chance to voice their views and believes that a thorough going-over on the floor will avoid later charges that it was railroaded or that it was conceived by a small group and therefore not representative of industry sentiment.

The entire Thursday morning general session of the convention will be devoted to code discussion, under present plans. Copies of the document likely will be made available early in the convention to provide a chance for advance perusal. Procedure has not yet been decided, but thought has been given to the idea of submitting a copy of the code to each delegate at time of registration.

Joint Sessions

Advertiser and agency sentiment on the proposed standards was obtained last Tuesday at a meeting in New York of NAB spokesmen with officials of Assn. of National Advertisers and AAAA. It is understood they voiced general approval and commended NAB for prompt and thorough action in producing so complete a document in view of its controversial nature.

The advertiser-agency groups will have another chance to voice their views at a scheduled meeting of the NAB board with boards of ANA and AAAA. This meeting, probably a dinner session the evening before floor discussion of the code, will be the first gatherings of boards representing the three associations.

Attending last Tuesday's conference, held in New York, were Judge Miller and Harold Fair, director of the Program Dept., and Robert D. Swezey, MBS vice president and code committee chairman, all representing NAB; Frederic R. Gamble, Harold Beckjorden and A. Brockway for AAAA; Paul B. West, Eric Haase and A. Halberstadt, for ANA.

Plans for the Atlantic City convention moved forward last week as a tentative agenda was proposed. The agenda is not yet complete, with several speakers and one or two special features not yet announced.

The exhibit of broadcast equipment, to cover two-thirds of an acre of convention floor space, will be under direction of Arthur C. Stringer, NAB director of Special Services. Three additional exhibitors were added to the list last week—Alden Products Co., Brockton, Mass.; Wirecorder Corp., Detroit; WFIL Facsimile, Philadelphia Inquirer, in cooperation with Radio Inventions Inc. Robert W. Clipp, WFIL general manager, is arranging a special facsimile exhibit using Radio Inventions equipment. The Alden firm will also have a facsimile demonstration in its booth.

Both Alden and Radio Inventions are understood to be planning separate facsimile demonstrations in convention hotels.

The special display of AM, FM, TV and combination receivers will be held in the lounge, between the convention auditorium and the equipment exhibits. A number of leading set manufacturers have been invited to show latest models, some never before displayed to the public, in the set show which is offered as a special convention feature and does not require associate membership or entail an exhibitors fee.

Monday will be devoted to specialized clinics covering broadcast advertising, programming, engineering and employe relations. A new feature of the employe relations clinic, to be conducted by Richard P. Doherty, will be the appearance of Samuel Ganz, assistant director, Wage and Hour Division, Labor Dept. Mr. Ganz will discuss overtime, bonus, special fees and other problems. He will be available during the convention for consultation by members.

The employe relations clinic will be held Monday afternoon, with the Employe-Employer Relations Committee meeting Monday morning.

The broadcast advertising clinic will be divided into three phases—retail advertising in the morning, joint session with program clinic at lunch; general advertising discussion in afternoon. The program clinic will be an all-day session.

Monday will be featured also by meetings of the Music Advisory Committee, FM Executive Committee, Public Relations Executive Committee, Legislative Committee and Research Committee.

Mestre to Speak

General sessions will open Tuesday morning with the keynote by Judge Miller on the second anniversary of his presidency. Goar Mestre, owner of CMQ Havanna and vice president of Inter-American Broadcasters Assn., will speak at the morning session. He will substitute for Emilio Azcarraga, owner of XEW and XEQ Mexico City, originally scheduled to speak. Mr. Azcarraga informed NAB last week that he would be unable to take part in the convention since he must be in Mexico City in mid-September.

Featuring the Tuesday luncheon will be the appearance of Rep. Clarence Lea (D-Calif.), who will receive the industry's greeting for his legislative achievements. Rep. Lea's speech is one of the high spots of the convention.

The Tuesday afternoon general session on management problems, titled "Radio Management Tomorrow—Problems of Service and Survival," 2:30-5 p.m., will be featured by use of Powers models to emphasize serious business lessons.

Under auspices of the Small Market Stations Division, headed by J. Allen Brown, the session will dramatically illustrate increasing cost of operation. A huge dollar bill labeled "station income" will be hung in the center of the stage. The bill will be perforated into sections identified as services purchased by the station. Scantily-clad girls will rip off portions of the dollar to show where station money goes. The girls will be dressed as Miss ASCAP, Miss BMI, Miss SESAC, Miss BMB, Miss New Service, Miss Transportation Service, etc. Mr. Brown will be m.c. of the session and produce the show.

Broadcasters taking active part in the program will be Wayne W. Cribb, KHMO Hannibal, Mo., chairman, Small Market Stations Executive Committee, who will preside; Michael R. Hanna, WHCU Ithaca, NAB District 1 director; John F. Meagher, KYSM Mankato, Minn., District 11 director; Simon

Canadian Business

(*Continued from page 77*)

works is pretty well sold as solidly as the CBC can sell in view of its policy of sustaining program percentage. One life insurance company (London Life) is going on the Dominion Network with intercollegiate football game broadcasts, an innovation in the financial field. A number of important Canadian advertisers are dickering for new sustaining shows which have been aired on CBC nets this summer.

Unlike recent years there will be little government advertising on the air this year. A campaign for all stations in connection with a new Canada Savings Bond drive is set for October.

Most Canadian stations will offer advertisers improved equipment as new 1 kw and 5 kw transmitters have been installed by most stations which had ordered this equipment. Advertisers will also hear from a number of new stations which have gone on the air in recent months.

INTERNATIONAL RADIO TO BE ON NAB AGENDA

INTERNATIONAL BROADCASTING will be brought up at the NAB Atlantic City Convention on Sept. 15 by Justin Miller, it was learned last week.

Mr. Miller is also planning to establish a special committee of the board of directors to deal with the subject which is of particular interest to private broadcasters as long as the United States continues its official "Voice of America."

Meanwhile, it is understood that Assistant Secretary of State William Benton has written to Mr. Miller urging that international broadcasting be included on the NAB Convention agenda as an important issue. The letter was written before Mr. Benton was aware that Judge Miller had planned a discussion of international broadcasting.

The State Department is also planning tentatively for some kind of joint government-industry committee to work out details of an International Broadcasting Foundation Plan to perhaps replace the plan already submitted to Congress. The Department sponsored committee, however, would include "distinguished citizens" outside the immediate radio field on the theory that international broadcasting involves more than just radio and government interests. No one has as yet been invited to participate since the list of names has not been drawn up.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by American Music

Smoke! Smoke! Smoke!

(THAT CIGARETTE)

Tex Williams — Capitol 40001

Lawrence Welk—Decca 24113

Phil Harris—Victor 20-2370

Deuce Spriggins—Coast 263

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y

Goldman, WJTN Jamestown, N. Y.; Robert T. Mason, WMRN Marion, O.; Sanford Guyer, WBTM Danville, Va.; Hugh Higgins, NAB Assistant Director of Broadcast Advertising; A. E. Spokes, WJOY Burlington, Vt.; Marshall H. Pengra, WBOM Oak Ridge, Tenn.

Mr. Hanna will discuss community leadership; Mr. Goldman will speak on techniques for increasing acceptance of a station, increasing revenue, developing a local news bureau, improving public interest features, and keeping up with program trends; Mr. Meagher will offer "A Formula for Creating Selling"; Mr. Guyer will take up office management, billing practices, instruction forms and program logs; Mr. Mason will speak on music cost and trends, and program balance; Mr. Higgins will discuss sales promotion; Mr. Spokes will take up local and national news programming; Mr. Pengra will review operator requirements.

George E. Sterling, FCC chief engineer, will participate in the discussion on operator requirements and state the Commission's position.

A no-host dinner will be held by the Small Market Stations Executive Committee and district small market chairmen Sunday, Sept. 14 at 6 p.m., at the Ambassador Hotel.

On the Wednesday morning agenda are two topics—Broadcast Measurement Bureau and research. With BMB slated for continuing operation, the membership will have the first chance to voice views on the industry audience survey since the winter-spring series of district-area meetings.

Another star speaker is scheduled for the Wednesday lunch with appearance of FCC Chairman Charles R. Denny. At last year's convention Mr. Denny divulged his "Blue Book won't be bleached" doctrine.

Another session covering all aspects of employe relations is scheduled Wednesday afternoon under leadership of Mr. Doherty. A broadcast advertising panel discussion will feature an All-American Radio Team. Makeup of this team follows: Station president, Leonard Reinsch, Cox stations; sales manager, Norman Boggs, WLOL Minneapolis; program director, Donald D. Davis, WHB Kansas City; sales promotion manager, Thomas D. Connolly, CBS; chief engineer, Howard S. Frazier, management consultant.

The All-American team will cover the principal phases of broadcast advertising. If Mr. Reinsch accompanies President Truman on his South American trip, another All-American station president will participate.

The Thursday morning session will be devoted to the Standards of Practice. Plans for the luncheon have not been announced. Music, resolutions and election of directors-at-large are scheduled in the afternoon.

Meeting of the retiring board of directors will be held Sunday in advance of the convention. The new board will meet Friday.

NATIONAL NETWORK HOOPERS

EVENING AUGUST 1-7, 1947

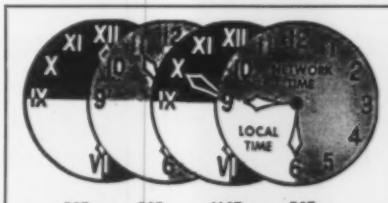
Program	No. of Stations	Sponsor	Agency	Hooperating	Year Ago Hooperating	+ or —	Position
1. Mr. District Attorney	133	Bristol-Myers Co.	Doherty, Clifford & Shenfield, Inc.	9.8	10.8	—1.0	1
2. Take It or Leave It	160	Eversharp, Inc.	The Biow Company	9.1	7.7	+1.4	17
3. The Big Story	159	American Cigarette & Cigar Co.	Foote, Cone & Belding	8.7	----	----	--
4. Inner Sanctum	150	Emerson Drug Co.	Batten, Barton, Durstine & Osborn, Inc.	8.5	7.2	+1.3	23
5. Crime Doctor	146	Philip Morris & Co., Ltd., Inc.	The Biow Company	8.4	9.3	—0.9	4
6. Crime Photographer	145	Anchor Hocking Glass Corp.	Wm. H. Weintraub & Co., Inc	7.8	----	----	--
7. Arthur Godfrey's Talent Scouts	151	Lever Bros. Co.	Young & Rubicam, Inc.	7.8	----	----	--
8. Suspense	71	Roma Wine Co.	The Biow Company	7.5	10.3	—2.8	2
9. Dashiell Hammett's "Fat Man"	136	Norwich Pharmacal Co.	Lawrence C. Gumbinner Adv. Agency, Inc.	7.4	----	----	--
10. Your Hit Parade	160	American Tobacco Co.	Foote, Cone & Belding	7.4	9.2	—1.8	5
11. Adventures of Sam Spade	156	Wildroot Co., Inc.	Batten, Barton, Durstine & Osborn, Inc.	7.2	4.2	+3.0	82
12. Murder and Mr. Malone	68	Wine Growers Guild of Lodi, California	Honig-Cooper Co.	7.1†	----	----	--
13. Dr. I. Q.	128	Mars, Inc.	Grant Advertising, Inc.	7.1	8.2	—1.1	10
14. Break the Bank	183	Bristol-Myers Co.	Doherty, Clifford & Shenfield, Inc.	7.0	5.9	+1.1	46
15. Can You Top This?	141	Colgate-Palmolive-Peet Co.	Ted Bates, Inc.	6.9	7.0	—0.1	27

† Includes second broadcast.

DAYTIME AUGUST 1-7, 1947

Program	No. of Stations	Sponsor	Agency	Hooperating	Year Ago Hooperating	+ or —	Position
1. Ma Perkins (CBS)	75	Procter & Gamble Co.	Dancer-Fitzgerald-Sample	6.4	5.8	+0.6	5
2. Big Sister	68	Procter & Gamble Co.	Compton Advertising, Inc.	5.3	5.3	0.0	13
3. Romance of Helen Trent	84	Whitehall Pharmacal Co.	Dancer-Fitzgerald-Sample	5.3	5.4	—0.1	11
4. Our Gal, Sunday	84	Whitehall Pharmacal Co.	Dancer-Fitzgerald-Sample	5.0	4.9	+0.1	17
5. Young Dr. Malone	45	Procter & Gamble Co.	Dancer-Fitzgerald-Sample (Dreft) Compton Adv., Inc. (Crisco)	5.0	4.9	+0.1	16
6. Backstage Wife	142	Sterling Drug, Inc.	Dancer-Fitzgerald-Sample	5.0	4.3	+0.7	26
7. Stella Dallas	142	Sterling Drug, Inc.	Dancer-Fitzgerald-Sample	5.0	6.0	—1.0	4
8. Right to Happiness	142	Procter & Gamble Co.	Compton Advertising, Inc.	5.0	5.4	—0.4	10
9. Lorenzo Jones	142	Sterling Drug, Inc.	Dancer-Fitzgerald-Sample	4.9	5.4	—0.5	7
10. Young Widder Brown	142	Sterling Drug, Inc.	Dancer-Fitzgerald-Sample	4.9	6.3	—1.4	3

WHHT
Most Powerful
FULL TIME
station in
DURHAM
N.C. ★ MBS
1 Kw Day — 1 Kw Night



EST CST MST PST

LET'S DIVVY-UP
network-affiliate
time more fairly

Regardless of the hour of the day or night . . .
Regardless of the time zone in which your station is located
Regardless of whether you have Daylight Saving Time or not

. . . you CAN have uniform, constant time periods for local shows—the 3rd ¼ hr. out of every hour. With the Mosby Plan, this ¼ hr. can be guaranteed to local sponsors or held for your own public service program. Uniform local time all year 'round builds station audience and sponsors' sales.

The ART MOSBY STATIONS
CBS KGVO KANA · KGFM
ANACONDA BUTTE 250 W
GREAT FALLS 5 KW
5 KW DAY • 1 KW NITE
(DEC. 1, 1947)
MISSOULA MONTANA

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Three combination engineer-announcers needed about September 15th. New Pacific coast network station with FM affiliate. Must be A-1 announcers. Send all details. $72.50 for 40 hours. Box 135, BROADCASTING.

Wanted: Salesman who can qualify as assistant manager. Mutual affiliate, southwestern city 15,000. $285 month plus and good working conditions. Box 214, BROADCASTING.

Top men needed now, program director, commercial manager with expanding new station, on air for year. Must be workers, willing try new ideas. Give experience, references, salary requirement, etc. Box 217, BROADCASTING.

Wanted by news service long subscribed to by New York daily newspapers: Salesman of high standing and wide contacts in radio news program field to introduce our report into New York area radio stations. No publicity counsellors need apply. Box 221, BROADCASTING.

Announcer — Here's where experience will pay off. 1,000 watt, Midwest, ABC-affiliate has opening for strong versatile commercial announcer. $70.00 for 48-hour week. Talent extra. Send qualifications, photo, and transcription. Box 238, BROADCASTING.

Experienced man who can turn out copy that sells in quantity. Attractive salary to hard worker. Michigan station. Box 270, BROADCASTING.

Wanted—Experienced combination commercial manager and outside salesman with selling ideas for 5000 watts station in south. If you don't like work don't apply. Good salary for right man. Must be sober and dependable with good reference. Apply Box 275, BROADCASTING.

Help Wanted (Cont'd)

Sales manager, 250 station resort area, midwest state. Full details including picture. Box 277, BROADCASTING.

Sales manager or commercial manager position is available September 1st for aggressive, competent, experienced man. One who is familiar with selling in the national field, also with the sale of local programs. Three references and photograph required together with letter of complete qualifications. Must have own car. Salary plus commission. Write all replies to Box 278, BROADCASTING.

Experienced studio and transmitter engineer for midwest net affiliate. Starting salary $200 to $250 per month depending on qualifications. Reply, giving experience, education, references, and photo. Box 279, BROADCASTING.

Wanted—General manager, also assistant manager, for group of stations. Must have executive ability, wide experience, and must be progressive, hard-hitting and well versed in all fields of radio management. Please state in first reply complete and detailed experience, local and national, full references, age, marital status and other pertinent data. Applications and negotiation held in strictest confidence. Box 280, BROADCASTING.

Two announcers, copy writing helpful, about October first. Send complete information and disc to Box 282, BROADCASTING.

Salesman—Established 5000 watt network station in major Florida market needs first class salesman who can sell programs. Permanent man wanted. Good opportunity with drawing account against commissions. Send full details. Box 284, BROADCASTING.

Help wanted — Top flight transmitter engineer competent in AM and FM for job in progressive station in southeast. Box 300, BROADCASTING.

Salesman—North Carolina station has opening October 1st. Possibilities are exceptional for a good man. Salary and commission. Box 304, BROADCASTING.

Wanted — Announcer, all phases of broadcasting; real air salesman. Send details as to age, experience, reference and salary expected. 1000 watt midwest outlet. Box 319, BROADCASTING.

Announcer with experience in play-by-play football broadcasting, high school games. $40.00 for 48-hour week. WSSV, Petersburg, Va.

Wanted — Fulltime announcer, experience desired, vet training available. Send disc, photo, and information about training and experience first letter. KVOC, Casper, Wyoming.

Wanted—Chief engineer and announcer for progressing 1000 watt daytime. Apply KSOK, Arkansas City, Kansas.

Experienced announcer who can write copy and do control room work. Offers good working conditions in new studios. Must be from this area. State salary expected. Write WAUX, Waukesha, Wisconsin.

College trained teacher with broad professional experience in broadcasting wanted by the National Academy of Broadcasting, Inc., 3338 16th St., N. W., Washington, D. C.

Help Wanted (Cont'd)

Wanted—First class engineer. Write, including full information and photo, Chief Engineer, WALB, Albany, Georgia.

Wanted — Engineer with mathematical background to work for consultant. William E. Benns, Jr., P. O. Box 2407, Birmingham, Alabama.

Wanted—Reliable transmitter engineer for southeastern net affiliate. Excellent working conditions. Radio Station WJMA, Anniston, Alabama.

Engineer wanted. Must have first class ticket. Will need own car. Submit qualifications, references, starting salary expected. Sleeping room for single man located at transmitter. KOTA, Rapid City, South Dakota.

Sales Manager wanted — Regional NBC affiliate serving more than 100,000 radio families, leading California market needs capable, experienced man to handle sales and help in overall management. Must have worked with and know eastern advertising agencies and have good contact national field. For personal interview by appointment only with our General Manager who will be in Washington Sept. 9 and 10; Atlantic City, Sept. 12 to 18; New York, Sept. 19 and 20, and Chicago Sept. 22 and 23. Write air mail giving complete information on experience, age, personal photo, salary expected, references and etc. to KCRA, Sacramento, Calif.

Wanted—Announcer who can write copy and who knows something about selling radio time. Mutual affiliate in southwestern city under 20,000. Write Box 190, BROADCASTING.

Top Announcer — Sportscaster, writer. Send photo, disc. Western paradise. KPRK, Livingston, Montana.

Wanted—Aggressive competent commercial manager for new well-established local station for Central Montana. Salary and commission. Capital Broadcasting Company, Lewistown, Montana.

Transcription salesman wanted for western territory by nationwide transcription company. Liberal salary plus commissions. State age, radio and business experience, other pertinent data. Box 322, BROADCASTING.

Wanted—First class operator with at least two years broadcasts for 5000 watt daytime station. WRRF, Washington, N. C.

Engineers, announcers and combination men for new local station in Cambridge, Md. Preference given to veterans from local or adjacent territory. Write giving complete qualifications and salary expected to the Cambridge Co., 832 Investment Bldg., Washington, D. C.

Salesmen for the only independent in a three station midwestern city of 300,000 population. Drawing account against commission. Must be progressive and workers. Box 332, BROADCASTING.

Wanted—Two experienced announcers. Must be able to run disc shows. No radio school genius need apply. Excellent working conditions. Housing no problem, Mutual 1000 watt daytime station. Send all information and disc first letter. Positions must be filled by September 1. Apply Radio Station WHNC, Henderson, N. C.

Musical director—Capable of playing piano and Hammond, solo and accompaniment; also arranging record and transcription shows. Staff job 5000 watt station, medium-sized southeastern town. Opportunity earn extra money outside teaching, playing; hours adjusted to such outside work. Write immediately, give full particulars, include references and photo. Box 329, BROADCASTING.

Help Wanted (Cont'd)

Help—Wanted! All types. Numerous openings; RRR, Employment Service. Box 413, Philadelphia.

Announcer—Excellent opportunity for experienced all-round man who feels he is ready to join a 5 kw network outlet. Send audition recording and full particulars regarding experience, salary expected, etc. Recordings will not be returned. Write WISH, Indianapolis, Ind.

Wanted—Newscaster by old established 50 kw station. Must have record of successful experience in writing, editing and broadcasting news on completely objective basis. Give complete information on background and experience. This is a fine opportunity for the right man. Permanent position, good salary. Reply fully Box 334, BROADCASTING.

Wanted—Good announcer, WASL, Annapolis, Md.

Staff announcer—One of midwest's leading clear channel stations. City of 100,000. Send photo, references, salary requirement, and other pertinent information. Box 340, BROADCASTING.

Experienced or inexperienced announcer for progressive 1000 watt independent station. Please send disc, photo. Salary will depend on experience. WCPS, Tarboro, N. C.

Wanted—Experienced time salesman; also experienced announcer, for 1000 watt south Texas independent station, daytime. State experience and salary requirements first letter. Station KWHI, Brenham, Texas.

Salesman wanted by progressive local network affiliate in midwest single station city of 40,000. Will conduct interviews at N.A.B. Convention, write or wire for appointment. Box 339, BROADCASTING.

Commercial manager — Position just opened with progressive station less than year old. Good salesman with some announcing experience. Vet preferred. KBLF, Bed Bluff, Calif.

Engineer G.I. A. M., F. M. installation experience. Box 902. Canton, Ohio.

NEW YORK STATE RADIO STATION

NETWORK AFFILIATE

•

$100,000

•

Cash Takes It Quick

BOX 321, BROADCASTING

WANTED

BALL OF FIRE!

Progressive, young program manager for new MBS regional station in New York State. Real opportunity with aggressive, young ownership and management from top to bottom.

State executive qualifications, experience, ideas, salary needs. Availability for New York City interview at own expense before Sept. 5. Send biography and picture special delivery to

HONEL, 3116 RCA BLDG., NYC.

FLY TO THE N. A. B. CONVENTION
IN ATLANTIC CITY, SEPTEMBER 15

BONANZA

A "YOU-FLY" System anywhere in the U.S.A.

Rates reduced from $150 for 1st day to $25 per day after 3rd day

170 MPH CRUISING SPEED — 4 PLACE PLUS BAGGAGE

Send Today for Application

Leland Aero Service Riverside, California

24 hour phone: Riverside 3335

NEW 250 w STATION

In El Paso, Texas, population over 100,000, needs key personnel, Chief Engineer, Program Director, Sales Manager. Interested only in top-flight people who want a connection with a future, can produce and grow with this station. Write stating full experience, education, references, remuneration expected and photo.

Sunland Broadcasting Co.

Vincent W. McConn, Vice-President

369 First National Bank Building
El Paso, Texas.

Situations Wanted

Program director—Nine years experience. Program director 50 kw station three years. CBS staff announcer. Have first phone. Excellent references. Prefer west, southwest. Box 290, BROADCASTING.

Engineer. 1st phone. RCA grad. Available immediately. Will travel. Box 291, BROADCASTING.

Operator—1st phone, 2nd telegraph. 5 yrs. experience USCG. Will travel. Box 292, BROADCASTING.

Announcer. Mature, selling voice. Ambitious, conscientious. Grad leading NY announcing school. Commercials, news, turntable experience. Can act. Box 293, BROADCASTING.

Engineer. 1st phone. Grad leading NY technical school. Available immediately. 294, BROADCASTING.

Announcer—Here's a voice with plenty of "sell". Ad lib, disc shows, news and commercials. Rarin' to get started. Box 295, BROADCASTING.

Program director. Now employed as assistant to program director. University trained. Experienced in handling personnel. Public service programming as well as commercial. Top references. Box 296, BROADCASTING.

Announcer — experienced all phases, making change. Available immediately, prefer midwest. Married, 27. Excellent references. Disc, photo available. Box 297, BROADCASTING.

Fl transform your CP into a station or manage your existing station and make it pay. Radiowise, alert, sober, ambitious. Location unimportant. If you're a guarantee or licensee who's finding the going tough, write Box 298, BROADCASTING.

General manager available. Family man, fifteen years' experience. Mature, sober, dependable. Top record and references. Prefer south. For interview write Box 3, BROADCASTING.

Experienced announcer, now with CBS 5 kw in major eastern market. Available August 31. Box 148, BROADCASTING.

Chief engineer of 250 watter considering change, experienced all phases maintenance and construction work, eighteen years' total experience, consider transmitter engineer position. Box 168, BROADCASTING.

Attention — Central United States! Available soon—Class "A" announcer-special events man desires position in Illinois, Michigan, Ohio or Indiana area. Desire "live-wire" station specializing in production and ideas. 4 years' experience. Also interested in television. Box 188, BROADCASTING.

Young woman: Combination continuity editor, woman's commentator. Year's experience, excellent voice, college education. Desires position in station radius 250 miles of Chicago. Box 189, BROADCASTING.

Program director—10 years' experience all phases radio. Sound, sellable ideas. Married, sober, dependable. Want permanent position with cooperative organization. Prefer east. Personal interview imperative. Box 191, BROADCASTING.

Michigan, Ohio, Indiana. Top sports-news man available shortly. Specialize in play-by-play all sports. Will consider regular staff job to start. Five solid years experience. Box 199, BROADCASTING.

Engineer—First phone, 2nd telegraph, "ham" operator since 1936. Box 203, BROADCASTING.

Experienced, proven successful general manager available. Top record and references. Over fifteen years in all phases of broadcasting. Will get your station out of the red or put new one in money very fast. Young, family man, sober, dependable. Will arrange interview. Box 213, BROADCASTING.

Engineer—29, single, first class phone license, ten years' engineering exper. which includes broadcast transmitter-studio operation, design, construction, test of radio equip., and Naval service as Chief Radio Tec. Two years EE college. Prefers northeast. Box 216, BROADCASTING.

Experienced operator now employed 5 kw station desires good position early October. Box 222, BROADCASTING.

Football
SPORTSCASTER
Play-By-Play
Experienced
Available immediately
Box 306, BROADCASTING

Situations Wanted (Cont'd)

Announcer—Veteran, young, with accredited radio school training. Fill in experience 1000 watt station. Penchant for steady job. Will travel, preferably midwest. Disc and details on request. Box 224, BROADCASTING.

Announcer experienced all phases, making change. Available immediately, prefer midwest. Married, 27. Excellent references. Disc, photo available. Box 257, BROADCASTING.

Available in two weeks, announcer with six solid years of commercial announcing and programming. Desire good announcing spot or program directorship in Florida or deep south. Have wide promotional experience in addition to sports, news, special events and audience participation announcing. Presently employed. Box 269, BROADCASTING.

Salesmanager—Twelve years' pre-war experience, excellent references, outstanding record of bringing stations out of the red, now on temporary job. Box 271, BROADCASTING.

Chief engineer-first operator, sixteen and four years' experience respectively. If you have construction permit we are the ones to place your station on the air with a minimum of time and expense, or will operate existing facility. Experienced in powers from 100 watts to 5 kw directional, studio, control, announcing and recording for top quality shows. Write us, we will phone you. Box 273, BROADCASTING.

Newsman, single, employed in newsroom of NBC affiliate, desires change. Four years' newspaper reporting experience. Box 274, BROADCASTING.

Announcer — Don't reply unless you head a progressive organization, affording the opportunity to build his future with yours, to an experienced, dependable, capable announcer who is top man in news, special events and music. Box 281, BROADCASTING.

Television start wanted by E.E. graduate, 1st phone license, FM transmitter and studio experience, ambitious, single, vet. Box 285, BROADCASTING.

Woman announcer desires position in charge women's feature program, also record library and music commentary. Radio school graduate, one year experience, third class engineer. Box 287, BROADCASTING.

Vet., eng., single, 22, 1st Class Phone license. Has Army station experience but no commercial. Willing to travel anywhere. Box 289, BROADCASTING.

Listeners judge your station by the way it sounds, not by deluxe equipment. Invest in good man, it's good business. Available morning man and all-round announcer. Single, 24, sober, 5 years radio, first class ticket. Has new show with fresh slant. Show now experiences largest rating. Promotional connections to publicize show and station. Excellent references. Prefers station in large metro area which is far sighted and can use conscientious, steady man. If not affiliated, or day time, I'm the man you want to liven up that transcription schedule. Personal interview or disc. All replies acknowledged. Box 299, BROADCASTING.

Announcer — Experienced. Newscaster, writer. Knows production and programming. Available two weeks' notice. Box 301, BROADCASTING.

Engineer. Chief or operator. 27 years' experience broadcast police, aviation, military, point-to-point, sales engineering domestic and foreign. Familiar FCC procedures. Capable handling complete installation or expansion of facilities. 41 and married. Best of references and personal reputation. Available approximately October 1. Reply Box 303, BROADCASTING.

Experienced program director with network announcing, production background wants position on east coast. Prefer Maryland, Delaware, Virginia, North Carolina. Now secure as program director in Cincinnati area. Desire return to east. Family man with excellent record of achievement. Box 308, BROADCASTING.

Engineer — Thoroughly experienced in all phases installation, maintenance and operation of 50 kw equipment. Desires connection with progressive or new station as chief or transmitter engineer. References. Married. All inquiries answered. First phone license. Box 309, BROADCASTING.

AVAILABLE SEPT. 1st

Radio Executive Twenty Years Experience Newspaper Owned Stations. Programs, production, public relations, agency contracts, FCC procedure, etc.

Write Box 195 BROADCASTING

Situations Wanted (Cont'd)

San Francisco Bay area stations and agencies please note. Salesman presently established in 5000 watt midwest operation considering possible openings your area. Will net $8,500 in base and commissions current year, local and regional sales. Independent and network affiliate experience. Understanding of promotion, audience and market analysis, basic programming. Age 35, married, personable, veteran. Want opportunity to advance in money and position. Best references and details available after first confidential exchange. Only worthwhile propositions desired. Box 310, BROADCASTING.

Engineer, 1st phone, RCA grad. 2½ yrs. Army radio and Radar experience. Will travel. Box 311, BROADCASTING.

Engineer. 1st phone. 2 yrs. Army Radar transmitter experience. Married. Box 312, BROADCASTING.

General manager—Excellent reference, twelve years pre-war experience, background includes all phases of station operation, with fine record as general manager and salesmanager. Box 272, BROADCASTING.

Engineer. 1st phone. Grad leading eastern school. Desires connection with live station. Box 313, BROADCASTING.

Engineer. Midwesterner. 1st phone, vet. 26 RCA grad. Middlewest or west preferred. Married, child. Box 314, BROADCASTING.

Engineer. 1st phone and telegraph. 4 yrs. Marine, Pan American Airways experience. Married. Will travel. Box 315, BROADCASTING.

Now that your CP has been granted—Need expert help on working out construction, programming, sales? Can help you get underway fast. Box 317, BROADCASTING.

Announcer, staff. Vet, reliable. Trained in all phases of broadcasting. William Bennett, 4541 N. Sheridan, Chicago.

Announcer, vet, 26, single. Will travel. Can you use me? Robert F. Rite, 1403 N. Lockwood Avenue, Chicago 51, Ill.

Announcer—3 years' experience, veteran, prefer vicinity Chicago. W. Tupper Jones, Starlight Theatre, Pawling, N. Y.

Announcer. Dependable, versatile. Veteran, single. Desires permanent position. Disc, photo upon request. Mike Zepin, 4430 N. Sheridan Road, Chicago, Illinois.

Engineer, 1st class. Veteran, ambitious, diligent, experienced on console, turntables, transmitter, remotes, and wire recorder. No announcing. Available Sept. 5. Hank Graham, 4412 Sheridan, Chicago.

Woman writer, experienced, 24, single. Write copy, continuity; handle women's and children's programs. Go anywhere. Photo, samples of work on request. Lee Levoy, 3421 Larissa Drive, Los Angeles 26, California.

Announcer, experienced. Specialty news. Veteran, married. Go anywhere. Opportunity to advance preferred to high salary. Mitchell Watson, 1207 Miramar, Los Angeles.

Manager-chief wants change. Degree, staff. Box 1298, Hollywood 28, Calif.

First class manager open for position. Know salesmanship, programming and every phase of radio operation. Sober, reliable, ready for work. 5 years one station and three years manager station here. Write, wire N. L. Royester, WOLS, Florence, S. C.

First phone with endorsements—extensive transmitter experience; seeking permanent position; veteran, age 26; available immediately. O. D. Mabry, 530½ Ash, Kansas City 3, Missouri.

Ex war correspondent. Fed up with inconsequential stuff seeks commentating-writing-executive post New England station. Box 27, Watertown 72, Mass.

Experienced engineer, 1st phone. Assistant chief at last station. Will travel. Married, veteran. John Harris, 121 W. Kerr, Lufkin, Texas.

AM, FM, and television engineers, technicians, combination men. All first class. Contact R. E. Hinkel, Central Radio & Television Schools, 1644 Wyandotte Sts., Kansas City, Missouri.

CHIEF ENGINEER, six years 250 watt New England station. Just completed installation of new AM station and now constructing two FM stations for outside clients. Have reached top salary, so looking for greener fields anywhere in the country. Practical experience as assistant manager and program director. Married. Age 31.
Box 305, BROADCASTING

Situations Wanted (Cont'd)

Available—Veteran, 1st phone operator. No experience, but graduate Western Radio Communications Institute. Box 323, BROADCASTING.

Standby. If you want an announcer who's ambitious, alert and not a floater, read on. If you want an announcer who has personality, voice and saleability-plus, look no further. Here's your man. Hal Shore, 1051 E. Tremont Ave., Bronx 60, N. Y.

Newsman—Thoroughly experienced, intelligent rewrite—good, capable announcer—mature, sober, conscientious. $75.00 minimum. Presently employed. Box 333, BROADCASTING.

Program director-announcer — Government experience in programming, production and announcing. Disc and photo available. New station preferred. Box 330, BROADCASTING.

Commercial manager, station manager or account executive position desired by young man 32 years old with 8 years experience with large independent station. Two years with network station both in metropolitan area. Number one salesman with station for last five years. Complete and satisfactory explanation for desiring change. Photo and detailed information of experience and qualifications by myself and employer upon request. Box 328, BROADCASTING.

Successful newspaperman, radio news editor desires change to fulltime radio job. Fifteen years metropolitan newspapers and radio newsroom. Best references, ability, character, background. Box 327, BROADCASTING.

(Continued on page 82)

LET'S FACE IT

Available. ***Paul Rickenbacher.*** **Not proud, so don't let prior, expensive affiliations throw you. All offers being considered. Interested in radio connection that can be a happy one. Original west coast representative of CBS; later, assistant to its western vice president. Six years as office manager and talent buyer of J. Walter Thompson Co., Hollywood. Two years as manager of creative radio and talent division, Young & Rubicam, New York and Hollywood. Director of radio and television, Foote, Cone & Belding, New York. Address: 5855 Hollywood Blvd., Hollywood 28, Calif.**

ANNOUNCER-OPERATOR

WHBU, a 250 watt ABC station in Anderson, Indiana, is in need of an announcer-operator with either a first or second class license. We have a small well-knit organization that will welcome a willing worker. If you have done sports, especially basketball, you will have a chance for sports work and additional earnings. We have little turnover and positions have usually been permanent. You must meet certain standards before we hire you, so we will welcome complete information as to your ability and expected starting salary. Wire or air mail John R. Atkinson, Manager, at once.

FOR SALE IN SOUTHWEST

●

One 185 IDECO guyed tower in good condition. Purchaser must dismantle from erected position and remove from premises. Write for full details. Make us an offer.

BOX 307, BROADCASTING

Situations Wanted (Cont'd)

Engineer—Sober, reliable; experienced construction, maintenance, master control, recording, remotes; good reason desiring change. Box 326, BROADCASTING.

Sports announcer—Veteran, play-by-play all sports. Will consider regular staff job to start. Box 331, BROADCASTING.

Engineer, experienced in all phases of broadcasting. Transmitter, studio, recording, nemo and construction. Minimum salary $70. Prefer New York or New England states. Reply to Box 325, BROADCASTING.

No southern drawl! Transplanted midwest gal desires position in east. Excellent radio voice and personality for women's and children's programs. Writes good continuity. BA with radio major, 3 years experience. Disc and photo on request. Shirlee DeForest, 117 Carter St., Crewe, Va.

Announcer—Veteran. Graduate of oldest broadcasting school in country. Trained all phases of broadcasting by CBS men. Will try anything. Box 336, BROADCASTING.

Available—anytime, anywhere, 1 man staff—announcer, pianist, vocalist, continuity, copy, disc jockey. Kiddies: Daddy, we're hungry. Wife: Stony silence. Mother-in-law: Go to work, bum. Transcription and photo waiting. Box 337, BROADCASTING. 360 N. Michigan Ave., Chicago.

Television—Experienced, employed engineer desires relocating on west coast. Box 338, BROADCASTING.

Engineer, 1st phone, 1½ years training radio school. Age 25, married, veteran. Box 341, BROADCASTING.

Announcer, script-copywriter. College, top training. Go anywhere. Disc, photo on request. Box 342, BROADCASTING.

Announcer presently employed at 5 kilowatt desires change. Five years experience all phases announcing. Married. Reliable. Box 343, BROADCASTING.

Scripter available—Young women, able, all-round continuity writer, A-1 continuity editor; seeking connection progressive metropolitan affiliate, northeast or central U. S. College grad, experienced capable. Box 344, BROADCASTING.

For Sale

Capital needed for plant expansion FM station! Meeting expenses after ten months operation! Soundly conceived! Leading market! Experienced management and staff! 55% of capital structure now held by many small investors of limited means; up to 25% available to qualified persons. Give complete details, references, first letter. Box 152, BROADCASTING.

Consolette-Gates model 30-8 channels, 5 preamps, program amplifier, monitor amplifier. Available September 1st. Excellent condition. A bargain at $750.00. Box 170, BROADCASTING.

For sale—391 foot CFN insulated Blaw-Knox self-supporting tower. Made to hold 8-bay FM antennas. Delivery today. Price $13,750. Save $1,000 and get it now. Box 345, BROADCASTING.

FOR SALE

MIDWEST REGIONAL

A very well equipped 1 kw station located in one of the midwest's best major markets. A thoroughly new operation that has a fine potential and should produce large earnings this fall. Quick action is necessary and the price of $110,000 is approximately the amount of the total investment. Terms arranged. Write

BLACKBURN-HAMILTON CO.

Radio Station Brokers

WASHINGTON, D. C.	SAN FRANCISCO
James W. Blackburn	Ray V. Hamilton
1011 New Hampshire Ave.	235 Montgomery St.
National 7405	Exbrook 5672

For Sale (Cont'd)

Truscon tower—176½ feet high, galvanized, triangular, self-supporting, welded construction. Included are base insulators and approved tower lights. Price is $1750.00 f.o.b. present transmitter site. Available immediately. Box 276, BROADCASTING.

For sale—Brand new general radio frequency monitor, never unpacked. 1230 kilocycles. Best offer takes it. Address Box 302, BROADCASTING.

1 kw GE FM transmitter. G.F. 101B—42-50 mc. Complete GE FM station monitor for above transmitter. Box 316, BROADCASTING.

Tower for sale, Blaw-Knox, 230 ft., self-supported, shunt fed, lights included excepting flasher beacon, knocked down and stored, Washington, D. C., $1,800.00; shunt tuning unit, $200.00; both in fine condition. Box 320, BROADCASTING.

For sale—General Electric wire recorder complete, good working condition. 12 spools wire $250.00. Contact Hal Shade, Manager, KOOS, Coos Bay, Oregon.

New transmitter: composite, A-1, uses 805's in final and modulator. Schematic and design FCC approved. Provision for 2 ovens, one oven furnished. Raytheon RC-11 console never uncrated, General Radio No. 1931-A modulation monitor, new, never uncrated. General radio frequency monitor, latest type, new, never uncrated, with crystal for 1450 kw. 24,000 feet No. 10 ground wire for ground system. 4 new tower obstruction lights. 2 RCA combination vertical and lateral pickup kits, latest type, new, never uncrated. 4 RCA junior velocity mikes. New. Never uncrated. Everything goes for actual cost of $5,871.90. Radio Station KRDU, Dinuba, Calif.

For sale—Two brand new RCA 70-C2 turntables in original crates, WFAH, Alliance, Ohio.

250 Watt Tempco transmitter, Model 250 GSC (Modified). Fully converted to FCC specifications and ready for installation. Phone, wire or write Garvice D. Kincaid, Central Bank Building, Lexington, Kentucky.

Temco transmitter, 250 watts, never used; control console, monitor, amplifier; to loud speakers in cabinets; oscilloscope. $1500 takes everything. Chester Daly, 1943 Seneca, Buffalo, New York.

For Sale—4,000 feet of No. 10 bare copper annealed wire. Capital Broadcasting Company, Lewistown, Montana.

Western Electric 5 kw transmitter in excellent condition. Now operating. Available about August 15, 1947. Complete description on request. WIS, Columbia, S. C.

Wi' recorder in new condition. Battery operated. Excellent for on the spot broadcast. $325.00. WHIO, Dayton, Ohio.

1000 watt Western Electric Type 353E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

For sale—Immediate delivery. 23-C speech input console complete with rectifier. $750. Also, new Robinson transcription turntables. $236 each. Box 335, BROADCASTING.

For sale—Two Western Electric 109-A pickup assemblies complete and ready to install. $150. each. WKBV, Richmond, Ind.

For sale—New RCA type 70-C2 transcription turntable with Universal pickup. A1-Ro Sales Co., 240 N. Ninth St., Allentown, Penna.

For sale—66,000 feet N.B.S. 12 gauge copper ground wire. $35 per 100 lbs., FOB Raleigh. WNAO, Raleigh, N. C.

Wanted to Buy

Will buy radio station 250 watt preferred, with Network affiliation. City must have population of 50,000 or more. We are practical radio station operators. NOT BROKERS. Give full details in first letter. Your reply treated in strict confidence. Box 220, BROADCASTING.

Wanted—Up to 20,000 feet No. 10 or 12 bare copper wire. Box 283, BROADCASTING.

Wanted—Field intensity meter and RF impedance bridge. Box 286, BROADCASTING.

Individuals want to buy 250 or 1000 watt radio station. Top price. Write full details. Box 288, BROADCASTING.

Wanted to buy—One used 200 ft. self-supporting tower in good condition for 250 watt broadcasting station in western market. Box 318, BROADCASTING.

Have clients looking for good values in radio properties with earnings justifying prices from $150,000 up. Give full information. Offerings confidential. No brokers. Keith Kiggins & Co., 527 Lexington Ave., New York City.

FMA to Consider Board Realignment

Proposed Change in Its By-Laws Would Add Three Directors

REALIGNMENT of the FM Assn. board of directors to give the association nationwide representation conforming to expanded membership will be considered at FMA's national convention Sept. 12-13 at the Roosevelt Hotel, New York.

With 32 states now represented in the membership of 198, suggested changes in the by-laws have been submitted in advance of the convention. Membership of the board would be increased from 12 to 15.

Minimum of one director from each of six areas is provided in the proposed amendment. The areas cover all parts of the country, including the West Coast. At present FMA directors represent only seven states whereas the rapid increase in membership has given the association a national aspect, with 32 states represented. The present board consists of the original steering committee that conceived FMA.

The amendment proposes that the board consist of 15 members, at least nine of whom are FM broadcasters; three FM receiver manufacturers; two FM transmitter manufacturers; one engaged in services related to FM. Another amendment provides one, two and three-year terms for groups of five directors, with all directors to have three-year terms after FMA's third year.

This means seven members will be elected at the convention—five for three-year terms; one for one year; one for two-year term. Eight members will be holdovers, four to serve an additional year and four an additional two years.

Another amendment provides that the board shall fix an annual operating budget based on estimated receipts from dues and other sources.

The geographical districts follow:

Area 1—New England states, New York, Pennsylvania and New Jersey.
Area 2—Michigan, Wisconsin, Illinois, Indiana and Ohio.
Area 3—Delaware, Maryland, the District of Columbia, Virginia, West Virginia, Kentucky, Tennessee, North Carolina, South Carolina, Georgia, Alabama and Florida.
Area 4—Minnesota, North Dakota, South Dakota, Nebraska, Iowa, Kansas and Missouri.
Area 5—Arkansas, Louisiana, Oklahoma and Texas.
Area 6—Washington, Oregon, California and Utah.

WXYZ DETROIT'S general manager, James G. Riddell (center), has engaged Russ Mulholland (l), a leading disc m.c. in the Michigan metropolis, for an early-morning record show beginning Sept. 1. Looking on as deal is completed is Mr. Mulholland's manager, M. A. Neff.

Wanted to Buy (Cont'd)

Experienced broadcaster wants to purchase majority or minority interest in station with solid record, new station with good prospects, or CP, but must actively manage or participate in management. Go anywhere. Available immediately. Impressive record local stations, networks, governmental agencies. Box 263, BROADCASTING.

Wanted—One used 1 kw AM transmitter, complete with power supply. Quote price, manufacture, model and date. M. R. Hanna, WHCU, Ithaca, New York.

ABC affiliate. Other top-market affiliates considered. Responsible buyer! Box 324, BROADCASTING.

150 foot antenna and lighting equipment needed immediately. Write or wire giving type, age, condition and price to the Cambridge Co., 832 Investment Bldg., Washington, D. C.

One or preferably two complete S-T links in good condition, for immediate delivery. WSAV, Savannah, Georgia.

Miscellaneous

For sale—Radio fan magazine. Circulation 28,000. A fine opportunity for ambitious radio man. Box 995, BROADCASTING.

Frequency monitor service: We service all standard makes of station monitors including replacement or regrinding of the crystal. High quality quartz crystals for broadcast and other services. FCC accepted station frequency measurements. Over a decade of satisfaction and fast service! Eidson Electronic Company, Temple, Texas.

Jockey's comedy script collection, $5.00. Kleinman, 25-31-T 30th Road, Astoria 2, L. I., N. Y.

RADIO-IN-EVERY-ROOM CAMPAIGN IS OPENED

INDUSTRY cooperation in the Radio Manufacturers Assn. Radio-in-Every-Room campaign was opened last week with sending of a list of announcements to be broadcast by stations. The list was transmitted by Arthur C. Stringer, NAB Director of Special Services, with Hugh Higgins, Assistant Director of Broadcast Advertising, representing the NAB Sales Promotion Subcommittee.

The campaign is a year-round project separate from the National Radio Week (Oct. 26-Nov. 1) project. Purpose of the announcements is to promote broadcast listening through suggestion that listeners buy receivers for all parts of the home. Mr. Stringer points out that Nielsen research shows that families in radio homes with a second set listen 62 more minutes daily than those in single-set homes.

NAB President Justin Miller pledged cooperation with the RMA drive in a letter to Max F. Balcom, RMA president [BROADCASTING, Aug. 18].

CHML Hamilton, Ont., is operating a studio in the farm exhibits section of the Canadian National Exhibition, Toronto, Aug. 22 to Sept. 6, from which its daily farm broadcast will be aired via landline to Hamilton.

10 Grants for FM Authorized by FCC

Oil City, Waterloo and Creston Get Reallocated Channels

CONDITIONAL grants for two new Class B FM stations and construction permits for one Class A and three Class B FM outlets were authorized last week by FCC. In addition the Commission issued CPs in lieu of previous conditions for two Class A and two Class B stations.

Hobart Stephenson, licensee of WCNT Centralia, Ill., received a conditional grant for new Class B FM station. Proposed channel assigned was 243, 96.5 mc. The facility was deleted from Herrin, Ill.

The other Class B conditional grant went to Southwest Iowa Broadcasting Co., Creston, Iowa, licensee of KSIB that city. Proposed frequency assignment was Channel 297, 107.3 mc, which was deleted from Shenandoah, Iowa. Both conditional grants are subject to further review and approval of engineering details.

Allocation plan changes also were made by FCC in two other areas. For Oil City, Pa., Channel 299 (107.7 mc) was deleted and Channel 253 (98.5 mc) added. Channel 254 (98.7 mc) was deleted from Waterloo, Iowa, while Channel 289 (105.7 mc) was added to that city.

In lieu of the previous assignment made by the FCC, Channel 243, 96.5 mc, was awarded the Union Tribune Pub. Co., San Diego, Calif. Operation on the new facility prior to March 1, 1948, is contingent upon clearance of image frequency interference in present aeronautical navigational aid receivers.

Benton Favors Frequency Sharing Plan

Tells Delegates U. S. Willing to Accept Fewer Channels

PROPOSAL for a frequency-sharing arrangement in the high frequency region and a pledge that the United States will do its part in giving up frequencies it currently uses for international broadcasting in order to escape the present "fantasy of the frequencies," were made by William Benton, Assistant Secretary of State, in an address to delegates of 68 nations at the opening plenary session of the International Conference on High Frequency Broadcasting, held Aug. 16 in Atlantic City.

Third of a series of international communications conferences which have gone on all summer at the seaside resort city, the high frequency meetings will really begin on Aug. 26, with the major objectives of laying out a plan for assigning the frequencies within that part of the radio spectrum allocated for high frequency broadcasting by the International Radio Conference and preparing an agenda for the major conference to be held at a later date.

Preliminary plenary meeting of the High Frequency Conference followed the example of the other conferences in electing FCC Chairman Charles R. Denny as chairman of the conference, Francis Colt de Wolf as vice chairman and Gerald C. Gross as secretary-general.

Committees Formed

Session also organized two committees, a credentials committee headed by T. C. Loo, chairman of the Chinese delegation, with vice chairmen to be supplied by Luxembourg and Haiti, and a preliminary working group to be headed by the United States, with Bielorussia and Vatican City holding vice chairmanships.

Opening his address by telling the delegates that "the future of international broadcasting — the future of the world's most potent instrument for advancing understanding among peoples — can hinge upon your wisdom, your persistence and your patience during these coming weeks," Mr. Benton described the growth of international broadcasting in prewar and wartime days. He noted that there has been little reduction from the wartime peak of perhaps 800 shortwave transmitters, reporting that 739 such transmitters were operating around the globe on Aug. 1 of this year. He cited a BBC report of last summer, when 602 high frequency stations were observed, 202 of them operating outside the bands allocated for international service by the Cairo Convention of 1938.

"There are obviously not enough frequencies to permit any nation unlimited and unrestricted operation of shortwave broadcasting transmitters," Mr. Benton stated. "Some type of frequency-sharing arrangement seems to be inevitable. At this conference the United States will present a proposal for engineering principles which will serve as a working basis for a detailed frequency-sharing plan to be prepared in the future.

"Frequency-sharing is an innovation in international affairs. At first glance frequency-sharing may seem to entail a loss of sovereignty. However, that is not the view of the United States. Frequency sharing appears to us in the United States to be a means through which high frequency broadcasting can continue to grow as a world force.

"It may be necessary for some nations now to reduce their operations somewhat. The United States is willing to reduce its transmitters and we are willing to accept fewer frequencies than we are now using. If other nations will do the same, all of us should be able to obtain a fair and equitable share

(*Continued on page 85*)

The following were authorized CPs; conditions (power given is effective radiated power, antenna height is height above average terrain, AM affiliation in parentheses or FM call):

Radio Broadcasting Inc., Memphis, Tenn.—Class B, channel 246, 97.1 mc, 37 kw, 450 ft.

KREL - FM Tri-Cities Broadcasting Co., Goose Creek, Tex.—Class A, channel 221, 92.1 mc, 1 kw, 180 ft.

KROW Inc. (KROW), Oakland, Calif.—Class B, channel 239, 95.7 mc, 3.6 kw, 1,030 ft.

KXEL-FM Josh Higgins Broadcasting Co., Waterloo, Iowa—Class B, channel 289, 105.7 mc, 540 kw, 875 ft.

Following were authorized CPs in lieu of previous conditions:

WLAD-FM The Berkshire Broadcasting Corp., Danbury, Conn.—Class A, channel 252, 98.3 mc, 150 w, 600 ft.

WBNU The Copley Press Inc. (AM-CP), Aurora, Ill.—Class A, channel 280, 103.9 mc, 1 kw, 250 ft.

WCSI Syndicate Theatres Inc. (AM-CP), Columbus, Ind.—Class B, Channel 229, 93.7 mc, 31 kw, 250 ft.

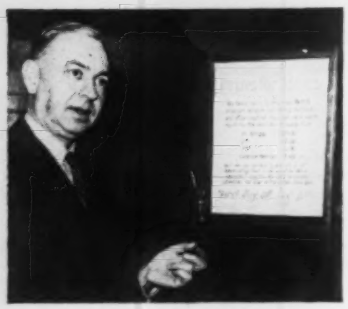
WLWA Crosley Broadcasting Corp. (WLW), Cincinnati—Class B, channel 266, 101.1 mc, 9 kw, 670 ft.

Class B FM

(*Continued from page 20*)

Location	Call	Grantee	Mc.
NEW HAMPSHIRE			
Keene	(WKNE)	WKNE Corp.	107.9
NEW YORK			
Binghamton	------	Binghamton Press Co.	98.1
Binghamton	(WINR)	Southern Tier Radio Service	107.7
Buffalo	------	Clark Assoc.	102.5
Buffalo	WWOL-FM	Greater Erie Bg. Co.	104.1
Buffalo	WBEN-FM	WBEN Inc.	106.5
Buffalo	(WGR)	WGR Bg. Corp.	93.7
Cortland	(AM grantee)	Cortland Bg. Co.	99.9
Elmira	(WENY)	Star-Gazette	106.9
Kingston	(WKNY)	Kingston Bg. Corp.	94.9
Olean	(WHDL)	WHDL Inc.	100.7
Utica	(WFRB)	Richard H. Balch	93.7
NORTH CAROLINA			
Asheville	WWNC-FM	Citizen-Times Co.	106.1
Durham	(WDUK)	WDUK Inc.	102.5
Greenville	(WGTC)	Greenville Bg. Co.	99.1
Henderson	(WHNC)	Henderson Radio Corp.	107.3
Raleigh	(WPTF)	WPTF Radio Co.	94.5
Reidsville	(WMLS)	Piedmont Carolina Bg. Co.	106.1
Shelby	(WOHS)	W. Carolina Radio Corp.	96.1
Statesville	WSIC-FM	Statesville Bg. Co.	105.7
NORTH DAKOTA			
Fargo	(AM grantee)	Northwest Bg. Co.	92.3
OHIO			
Cincinnati	(WCPO)	Scripps-Howard Radio	105.1
Columbus	------	Crosley Bg. Corp.	96.3
Columbus	------	Capital Radio	93.1
Columbus	------	Peoples Bg. Corp.	97.9
Columbus	------	Sky Wave Bg. Corp.	94.7
Lima	(WLOK)	Fort Industry Co.	103.3
Toledo	WTRT (WTOD)	Unity Corp.	99.9
Warren	WRRN-FM	Neid & Stevens	107.9
Zanesville	(WHIZ)	S. E. Ohio Bdcstrs.	107.7
OKLAHOMA			
Clinton	------	W. Okla. Bg. Co.	107.5
Enid	(KCRC)	Enid Radiophone Co.	102.7
Lawton	(KSWO)	Okla. Quality Bg. Co.	101.3
Oklahoma City	KTOK-FM	KTOK Inc.	104.3
OREGON			
Eugene	------	Eugene Broadcast Station	104.7
Portland	------	Hinson Mem. Baptist Church	104.3
PENNSYLVANIA			
Altoona	WAPJ (WJSW)	Altoona Bg. Corp.	*96.5
Erie	WERC-FM	Presque Isle Bg. Co.	99.9
Erie	(WLEU)	WLEU Bg. Corp.	97.9
Hazleton	(WAZL)	Hazleton Bg. Co.	93.3
Lebanon	------	Radio Lebanon FM & Tel.	104.1
Pottsville	(WPPA)	Pottsville Bg. Co.	101.9
Shamokin	(AM grantee)	Radio Anthracite	102.9
Scranton	------	Radio Anthracite	96.1
Washington	(WJPA)	Washington Bg. Co.	104.3
Williamsport	------	Lycoming County Bg. Co.	105.1
Wilkes-Barre	WILK-FM	Wyoming Valley Bg. Co.	107.3
York	(AM grantee)	Helm Coal Co.	105.7
PUERTO RICO			
Rio Piedras	(AM grantee)	P. R. Communications Auth.	92.3
San Juan	------	Martinez-Rodriguez Bg. Co.	99.9
SOUTH CAROLINA			
Florence	(WOLS)	Florence Bg. Co.	106.1
Florence	------	George M. Hughes	94.1
Greenville	(WESC)	Greenville Bg. Co.	92.5
Newberry	(WKDK)	Newberry Bg. Co.	97.1
Rock Hill	(WRHI)	York County Bg. Co.	97.5
SOUTH DAKOTA			
Sioux Falls	(KELO)	Midcontinent Bg. Co.	102.9
Sioux Falls	------	Tri-State Bg. Co.	97.3
TENNESSEE			
Chattanooga	(WAGC)	Tenn. Valley Bg. Co.	101.1
Knoxville	(WNOX)	Scripps-Howard Radio	103.7
Knoxville	WBIR-FM	WBIR Inc.	100.3
Memphis	------	Radio Bg. Inc.	97.1
Memphis	------	Fanny B. Wilson	104.3
Memphis	(WREC)	Hoyt B. Wooten	102.7
Nashville	------	Nashville Radio Corp.	107.5
TEXAS			
Amarillo	(AM grantee)	Plains Empire Bg. Co.	93.1
Austin	KNOW-FM	Frontier Bg. Co.	95.5
Austin	KTBC-FM	Claudia T. Johnson	92.3
Beaumont	(KFDM)	Beaumont Bg. Corp.	93.3
Dallas	(WSKY)	Sky Bg. Service	106.9
Fort Worth	(WFJZ)	Tarrant Bg. Co.	96.3
Houston	KOPY (KTHT)	Tex. Star Bg. Co.	97.9
Houston	------	Earl C. Hankamer	106.1
Laredo	(KPAB)	Laredo Bg. Co.	103.5
Lubbock	(KCBD)	Caprock Bg. Co.	96.3
Lubbock	(KSEL)	Lubbock Bg. Co.	107.9
Odessa	(KECK)	Ector County Bg. Co.	97.5
Port Arthur	KPAC-FM	Port Arthur College	101.9
San Antonio	KABC-FM	Alamo Bg. Co.	97.3
San Antonio	------	Raoul A. Cortez	96.3
San Antonio	KSTE	Mercury Bg. Co.	94.7
Temple	KTEM-FM	Bell Bg. Co.	107.5
Tyler	(AM grantee)	Rose Capitol Bg. Co.	97.3
Waco	(WACO)	Frontier Bg. Co.	98.7
Weslaco	(KRGV)	KRGV Inc.	93.7
Wichita Falls	(AM grantee)	Wichtex Bg. Co.	106.5
VIRGINIA			
Bristol	(WCYB)	Appalachian Bg. Corp.	105.3
Norfolk	(WLOW)	Commonwealth Bg. Co.	105.3
Norfolk	(AM grantee)	Cavalier Bg. Corp.	103.3
Richmond	------	Southern Broadcasters	106.9
Suffolk	------	Suffolk News Co.	106.1
WASHINGTON			
Seattle	------	Denny Park Luth. Church	102.9
Tacoma	------	Tribune Pub. Co.	97.3
WEST VIRGINIA			
Beckley	(WWNR)	Rahall Bg. Co.	98.1
Charleston	------	Daily Gazette Co.	98.5
Clarksburg	(WPDX)	Clarksburg Bg. Corp.	95.1
Clarksburg	(WBLK)	News Pub. Co.	101.9
Parkersburg	(WPAR)	Ohio Valley Bg. Co.	106.5
WISCONSIN			
Eau Claire	(WEAU)	Central Bg. Co.	94.1
Green Bay	------	Journal Co.	92.3
Milwaukee	------	Myles H. Jones	95.7
Neenah	(WNAM)	Neenah-Menasha Bg. Co.	98.5
Wausau	------	Central Bg. Co.	104.7

1888 Joseph Oscar Maland 1947



Mr. MALAND

ONE OF THE nation's most active and best known broadcasters—Joseph O. Maland, vice president and general manager of WHO Des Moines and WOC Davenport—died Aug. 16 at his home in Des Moines after a protracted illness. He was 59.

Mr. Maland, who started in radio in 1923, was stricken in early 1946. His ailment was hypertension and he succumbed to a cerebral hemorrhage. While he was unable to spend any considerable time at his office, he kept in close touch with policy direction of the station virtually until the end.

Services were held last Monday in Des Moines. He is survived by his widow, Olga Holt Maland, and by three brothers, Oscar of Chicago, Edwin of Alameda, Calif., and Clarence of Elmore, Minn., and by a sister, Mabel, of Minneapolis.

One of the hardy pioneers in American radio, Joe Maland had served his entire stewardship in the Midwest, heading the Palmer stations since 1934. He had served several terms as a member of the NAB board and was one of the prime movers in the quest for establishment of a cooperative method of measuring station audience and coverage, which he saw materialize in the formation of BMB.

Fought for Clear Channels

Affable and popular with fellow broadcasters, Joe Maland early became known as one of radio's homey philosophers. Convinced that the farm and remote audiences could be adequately served only through high power on clear channels, Mr. Maland was in the thick of the clear channel controversy for more than two decades. He testified several times as a key witness in clear channel proceedings before the Federal Radio Commission and its successor FCC and would have participated in the current proceedings which began two years ago, had it not been for his illness.

Joseph Oscar Maland was born in Wells, Minn., March 6, 1888, the son of a general merchant doing business as Maland Bros. After his early schooling in Elmore, where his father operated several stores, he had attended high school in Minneapolis, then enrolled at the U. of Minnesota. Practically from the start he interested himself in publishing pursuits and in 1911 he started the humorous monthly *Ski-U-Mah* with $25. This was during his sophomore year and it paid his way through school. As business manager, he earned about $150 per month aside from plenty of due bills on the best tailor around the campus. Result: he was the best dressed lad about.

He was also advertising manager of *The Gopher*, the school's annual, and associate editor of the *Minnesota Daily*.

Upon leaving college with a B.A., graduate Maland, who had won an honor citation for a thesis on economics, joined the Mac Martin Advertising Agency in Minneapolis. That agency is now the Minneapolis branch of Erwin-Wasey.

After a year with Martin, Joe Maland joined the *Dakota Farmer* as salesman and layout man. He remained on that job for about a year and then went back to the farming country to take over an interest in his father's general store. He headquartered in Frost, Minn. (population 250). It was in Frost, in 1921, that Joe Maland spotted in the *Saturday Evening Post* what probably was the first piece of national advertising copy on radio. A DeForest ad told of "news and entertainment" that could be picked up out of the air on an instrument that could be purchased for $25.

Saw Radio as Boon

Joe Maland, then 28, was general store proprietor, mayor, justice of the peace, assistant postmaster, and town sage. He envisaged a boon to the farmer and remote dweller in this thing called radio. He immediately contrived to get for rural Minnesota its first set—and did so by cranking up the Lizzie and driving to St. Paul, 150 miles away. He sat on the doorstep of an electrical jobber from whom he bought appliances for his general store until he got his gadgets—ahead of a waiting list of hundreds. That was the onset of one of radio's most notable careers. For, from that day on, Joe Maland began to devote all of his energies to radio—more particularly rural radio.

Joe Maland used to like to tell about those days in Frost with his improvised receiver when the elite of the countryside huddled about his set straining their ears to pick up a squeak from KDKA Pittsburgh, a snort from KFKX Hastings, Neb., or perhaps a gurgle from WLAG (now WCCO) Minneapolis.

In June 1938, Joe Maland appeared before the FCC as spokesman for the clear channel group. He told his own eloquent story about his interest in rural radio:

"While here (in Frost)," he told the Committee, "I secured the first regular broadcast receiving set in southern Minnesota and entered on the sale of radio sets to farmers and others in the vicinity. The potential value of this new means of mass communication impressed me deeply and led me to follow developments in radio very closely. This led to my becoming farm program director of WLAG Minneapolis (now WCCO) on Sept. 1, 1923. I later became president of the Northwest Radio Trade Association, an organization of 600 radio jobbers and dealers.

"In November 1928, I became commercial manager of WLS Chicago, a station which has always placed its chief emphasis on service to the rural population. In 1930 I became sales manager of the Columbia Farm Network, a group of seven basic stations and 14 supplementary stations in the Middle West, utilized primarily to reach these rich agricultural sections. On Jan. 1, 1931, I became sales manager of WOC at Davenport, and WHO at Des Moines, two stations which were then operating simultaneously by synchronization on a clear channel. I later became a director, and in 1934 vice president of Central Broadcasting Co., operating the 50,000-w WHO and the 100-w WOC."

Evans Executive VP, Loyet Resident Mgr. Of WHO; Woods, Snyder Also Promoted

ELEVATION of four veteran executives of the Central Broadcasting Co., with Ralph Evans becoming executive vice president and Paul A. Loyet vice president and resident manager of WHO Des Moines, was announced last Tuesday by B. J. Palmer, president of Central Broadcasting Co. The new administrative lineup follows the death on Aug. 16 of Joseph O. Maland, vice president and general manager of WHO.

Mr. Evans

Mr. Loyet

Mr. Palmer also announced that Woody Woods, public service director, becomes assistant resident manager in Des Moines and that Reed E. Snyder, control room head, becomes chief engineer.

Mr. Evans, vice president of the Palmer School of Chiropractic, will continue to headquarter at the parent company offices in Davenport. WOC, sister station of WHO, is operated at Davenport headquarters, of which he also is vice president. Mr. Evans has been active in policy direction of WHO since Mr. Maland became ill early in 1946. A former newspaperman, he has been identified with the Palmer organization since 1925.

Mr. Loyet assumes duties as resident manager in Des Moines, in addition to his present status as vice president and technical director. A well known engineer, Mr. Loyet has operated in an executive capacity with the Palmer radio organization for more than a decade and has been with the organization for more than 20 years. He has been functioning as acting resident manager for more than a year, because of Mr. Maland's illness. He is a former chairman of the NAB engineering committee and has been active in the preparation of the case of the Clear Channel Broadcasting Service before the FCC.

Mr. Woods, a veteran of a dozen years with WHO, becomes Mr. Loyet's chief assistant as assistant resident manager.

Mr. Snyder, another 20-year veteran, assumes the engineering duties relinquished by Mr. Loyet under the new administrative lineup.

Mr. Woods

Mr. Snyder

Other officers of WHO with headquarters in Davenport are D. D. Palmer, vice president and treasurer and William D. Wagner, secretary.

COPLEY PRESS SEEKS 50% KUSN SAN DIEGO

COPLEY PRESS Inc. owner and operator of San Diego Union-Tribune Publishing Co., over this past weekend was completing deal to buy 50% stock interest in KUSN, new independent San Diego station on 1510 kc scheduled to go on the air Sept. 16. Firm would take over 50% stock of J. Frank Burke Sr. who also heads KFVD Los Angeles.

KUSN, incorporated with capital of $300,000 as San Diego Broadcasting Co. is headed by C. Arnholdt Smith, president of U. S. National Bank, that city, who controls 25% of stock. His brother, J. A. Smith, Los Angeles capitalist, is also a 25% stock owner of station.

KUSN will operate with 5 kw daytime and 1 kw night. Tower tests are to begin this week. Jack Heintz, formerly manager of KIEV Glendale, Calif., is assistant to the president of San Diego Broadcasting Co. with Paul Jones station manager. Wilson Edwards is program director and Vern Milton, chief engineer.

Copley Press Inc. is a 50% stock holder in WCVS Springfield, Ill., and in addition, has grants for FM stations in Aurora, Joliet and Elgin, Ill.

WQQW Stockholders to Wait For 2 Weeks Before Decision

DEATH KNELL for WQQW Washington as a Blue Book station seemed ready to sound last week, although the stockholders had reached no decision on whether to sell or continue.

Approximately 100 of the 181 owners, faced with a financially losing operation less than eight months after taking the air with a policy built on Blue Book lines, in a meeting Monday night voted "to explore further the possibility of continued operation."

They will meet again Sept. 3 "at which time the question of continuing or sale will be further considered," according to General Manager Edward M. Brecher, who helped write FCC's Blue Book.

It was understood that a minority group of stockholders, strongly resisting proposals to sell, were hopeful that they could work out a refinancing plan and continue operations, but along more conventional lines.

In either event—whether the station is refinanced or sold—it was thought that Mr. Brecher would be replaced as manager since he has been one of the leading proponents of the limited commercial policy followed by WQQW.

There reportedly were some tentative bidders for the station, though no offer was considered at the Monday night session. It was thought that some of those who earlier professed interest had reconsidered, at least temporarily, in order to look at early bids so they might proceed with competitive offers under the Avco Rule. WQQW is a daytimer operating with 1 kw on 570 kc.

Benton

(*Continued from page 83*)

in the available frequencies.

"At a time when so many nations are eager to engage in international broadcasting let us remember that cultural democracy is a part of political democracy. If programs are honest and well done, a multiplicity of voices is better than a few. The United States does not believe that a few states should dominate the air waves."

The U. S. proposal of basic engineering principles to be considered by the High Frequency Conference begins with the concept that "the basic consideration of a frequency assignment plan is to achieve the best receiving conditions for the greatest number of listeners."

Proposal points out that the objective of any such plan should be to provide the greatest number of signals free from interference, taking into consideration the design of receivers in general use. "Consequently, the total number of stations operating in a given frequency space must be balanced against the results produced at the point of reception."

The U. S. proposal therefore emphasises the assignment of operating time on useful frequencies for the service desired rather than the assignment of frequencies to individual nations. It points out that maximum listening occurs between 6 and 11 p.m., local time for the listener and that the European-African evening hours are approximately six hours after the evening hours of the Asiatic region and six hours previous to the evening hours in North and South America.

"Therefore," the proposal states, "if broadcasting is concentrated in the evening hours at the points of reception, there will be a certain natural dovetailing of hours of operation, so that a given frequency may be occupied efficiently during the entire 24 hours, but not simultaneously, provided agreement is reached for rotational use of the same frequencies."

For medium distance broadcasting, the U. S. suggests the assignment of four stations to the same frequency for simultaneous operation, noting that as each would be off the air between midnight and 6 a.m. local time, the difference in times would mean that only three of these stations would be operating at any given time. For long distance broadcasting the proposal calls for no simultaneous operation except on a non-interference basis. For short distance operation, several stations in the same region can operate on the same frequency.

The U. S. sets out as a basic principle that "The right to occupancy by any country shall depend upon the degree of utilization of the frequency for the purpose assigned."

As standards of good engineering practice for high frequency broadcasting, the U. S. suggests that transmitters for long distance service (mainly intercontinental) shall have a minimum actual operating power of 200 kw peak, directional antennas with minimum power gain of 10 toward the intended area of reception, and frequency tolerance shall be 50 cycles below 10 kc and 1005 above 10 kc. For transmitters in short distance service (mainly local) maximum power shall be 40 kw peak, no minimum of antenna gain or directivity is required, and frequency tolerance is set at 50 cycles.

NBC Promotes Adams

BURTON M. ADAMS has been appointed manager of cooperative programs for NBC, it was announced last week by Harry C. Kopf, administrative vice president in charge of network sales, national spot sales, owned and operated stations and station relations.

MAY FIRE MUSICIANS

WTIC Considering Such Action As Answer to AFM Ban

HARBINGER of what may happen as a result of the flat rejection by James C. Petrillo of the plea for duplication of AM musical programs over FM stations was seen last week in the observations of Paul W. (Fritz) Morency, vice president and general manager of WTIC Hartford and its affiliate, WTIC-FM. Mr. Morency, told BROADCASTING:

"We are faced with the decision as to whether we should discontinue our 16-man band and divert that budget to the building of programs which can be utilized over both WTIC and WTIC-FM.

"Our interest is to encourage our listeners to buy FM sets and to listen to FM. That cannot be done if good programs are not available on our FM station. Perhaps dramatic shows or other programs not using music can be used as vehicles. Certainly a greater service to our listeners could not be rendered if we diverted our expenditures for music now broadcast only over WTIC to development of programs which could be broadcast over both stations."

Stromberg Carlson Buys FM Net Time

First Commercial Program Will Start Sept. 12

STROMBERG-CARLSON Co. will sponsor the first commercial program on Continental FM Network, the largest individual purchase of time in the history of FM. The series, *Stromberg-Carlson Treasury of Music*, will start Sept. 12, date of the opening session of the annual convention of FM Assn. in New York. It will run from 8:30-9 on succeeding Fridays for 16 weeks, according to Stanley H. Manson, company manager of advertising and public relations.

Mr. Manson said at least 22 FM stations in six states and the District of Columbia will participate, as well as others soon to join Continental. The program will originate in WHFM, the company's own FM outlet in Rochester, N. Y.

Live talent, including a 30-piece orchestra built especially for FM, will be used throughout. Program will be under supervision of Charles Siverson, program director, and Gene Zacher, musical director. WHFM organized the Empire State FM Network early this year. It is now part of Continental.

NBC Accepts Writer's Guild Pact; Two Year Contract Is 20% Increase

RADIO WRITERS GUILD and NBC Central Division last week, August 18-24, finally reached an agreement over wage negotiations for the networks news writers by signing a two-year contract retroactive to June 1 this year, date old contract elapsed, Ben Meyers, RWG attorney, has announced.

New contract calls for an "actual" minimum of 300 dollars per month for beginners and "what amounts to approximately" a 20% increase over a two-year basis for present employees. Former contract called for a $235-per-month minimum. Apprentices who are being trained on the job will draw approximately $250 per month. Time and a half pay pertains in pay scale for time worked on the sixth or seventh days of week. Contract based on a 40-hour, five-day week with network offering a guarantee of eight hours at time and a half regardless of time put in.

Other clauses retained from the previous contract include the preservation of the guild shop under which news writers coming to the network staff at any time will be required to join the union within approximately 15 days, and the clause guaranteeing the right to arbitrate grievances.

Mr. Meyers admitted that negotiations had been stymied for a matter of days over verbal technicalities in the contract akin to the Taft-Hartley bill, but indicated they had been ironed out to the satisfaction of both parties.

Minimum for NBC news writers in New York is $330 per month, with increases to $475 after two years.

Thomas F. Smith Named To New Post at KFWB

KFWB Hollywood last week announced the appointment of Thomas Freebairn Smith as production manager and program director. Mr. Smith has previously produced such network shows as *Big Town*, *Bob Burns Show*, and *Ceiling Unlimited*.

The station revealed simultaneously the promotion of Bill Ray to assistant manager. Mr. Ray has been program director.

Dustin Leaves WSM

WINSTON S. DUSTIN will resign as commercial manager of WSM Nashville, Sept. 1 in order to join Brandau - Craig-Dickerson Co. of the same city, it was announced last week. Prior to joining WSM, Mr. Dustin was advertising manager of the *Tennessee Valley Farmer*, a rural publication. He served with the air force for three years during the war.

Mr. Dustin

At Deadline ...

CBS, NBC PROGRAMMING 'VOICE OF AMERICA'

STATE DEPT. "Voice of America" will continue to be programmed exclusively by CBS and NBC with all requests—such as those from Mutual and ABC—for share of Government money being turned down by Assistant Secretary of State William Benton.

In letter to seven international licensees and others interested, Mr. Benton declared that "pending the adoption of the required basic legislation, a wider dispersion of programming would make more difficult the problems of program planning and policy guidance during a period which, it is hoped, will be relatively brief."

Mr. Benton reminded licensees that the "International Broadcasting Foundation" plan is still before Congress, inferring that legislation such as this is "basic" to any further expansion of international broadcasting by private agencies.

HINCKLEY WITHDRAWS

WITHDRAWAL of ABC Vice President Robert H. Hinckley from Tri-State Broadcasting Corp. reported Friday, with Tri-State petitioning for reconsideration of FCC denial of its application for new 5-kw station on 1330 kc at Evansville, Ind. Mr. Hinckley sold his 25% interest at par value ($6,250) to Tri-State President John K. Jennings, already 30% owner, which puts control in hands of longtime Evansville resident. Mr. Hinckley, whose position as network executive and station applicant was discussed by FCC in earlier case, notified Commission before it issued decision that he would withdraw if his connection put Tri-State at disadvantage. Proposed decision was to grant Tri-State; final decision denied Tri-State on 4-2 vote, giving facilities to rival WJPS Inc. [BROADCASTING, Aug. 4].

DEMOCRATIC ABC RALLY

RADIO RALLY will be carried sustaining for Democratic party Sept. 2, 10 p.m. (EDT) by ABC on full network. Idea suggested by party. Democratic leaders will speak, with local party groups to listen, and then hear own speakers. Program will open in Washington. Speakers include Gael Sullivan, executive director, Democratic National Committee; Mayor William O'Dwyer of New York; Rep. Helen Gahagan Douglas (D-Calif.); Sen. John J. Sparkman (D-Ala.); Marshall Handley, president, Indiana's Young Democrats. ABC offered similar hookup to Republican party.

WLS NAMES BAKER

GLENN SNYDER, manager of WLS Chicago, announced reorganization of staff effective Sept. 1 with John Baker, formerly radio director, Dept. of Agriculture, returning to station as program director. He succeeds Harold Safford who becomes commercial manager, supervising sales, promotion, publicity, and special events. Other changes—Jack Stilwill rejoins station as staff announcer and John Drake becomes continuity editor, succeeded in promotion department by William Nelson, who transfers from production.

TWO NEW AM STATIONS AUTHORIZED BY FCC

GRANTS for new fulltime AM station at Montgomery, Ala., and new daytimer at Las Vegas, Nev., announced by FCC Friday. They were:

Montgomery, Ala.—Southern Broadcasting Co. 1170 kc, 10 kw day, 1 kw night, DA fulltime. Equal owners (brothers); Joseph G. and E. Judkins Mathews, in furniture and appliance business, and John C. Mathews, dentist. (Comr. C. J. Durr did not participate in decision.)

Las Vegas, Nev.—Boulder City Broadcasting Co. 920 kc, 1 kw, day only. Acquisition of company (which is also licensee of KBNE Boulder City and permittee of KELN Ely, Nev.) by Edward J. Jansen, Melvin O. Larsen, and Truman B. Hinkle was approved by FCC last Thursday.

ALEXANDER RETRACTS CHARGES AGAINST BMI

RETRACTION of charges leveled against Broadcast Music Inc. executives by Perry Alexander, small music publisher, in letter to station managers month ago, made Friday in New York.

At meeting with William S. Hedges, NBC vice president; Robert D. Swezey, MBS vice president and general manager, and Joseph A. McDonald, ABC vice president and secretary, representing broadcasters, Mr. Alexander reportedly said his original letter, condemning alleged discriminatory practices in BMI, was based on information from sources which later proved "most unreliable."

WDHL BRADENTON SOLD

SALE of WDHL Bradenton, Fla. (1490 kc, 250 w) to group of business and professional men headed by Lou Jackobson, station management consultant, announced last Friday. Price: $70,000. Sellers are N. A. Perry Jr. and J. E. Foster. Buyer, Wabash Broadcasting Co., is owned by Mr. Jackobson, who will be WDHL manager; Joseph McGuire of Chicago, industrialist; Clarence McGuire, Howard Hoffman, and several other businessmen including Bradenton group. Mr. Jackobson identified with radio since 1922, has been associated with old WWAD Philadelphia; WLW Cincinnati; CBS, *Chicago Tribune*, and other interests. Sale negotiated by Blackburn-Hamilton Co., Washington and San Francisco. Sellers represented by E. D. Johnston of Washington office of Kirkland, Fleming, Green, Martin & Ellis; buyers by E. P. Morgan of Welch, Mott & Morgan, also of Washington. Sale is subject to FCC approval.

FCC APPROVAL of assignment of KWTX Waco, Tex., license (1230 kc, 250 w), with no change in owners, announced Friday. Assignment is from Texas Governor Beauford H. Jester, individually and as trustee for W. W. Callan, and his associates, to KWTX Broadcasting Co. Gov. Jester has 50% interest; remaining stock divided among seven others.

PRESIDENT TRUMAN to open Community Chest drive Sept. 26 with nationwide radio talk. Definite time not set.

Closed Circuit

(*Continued from page 4*)

islators from discussing Taft-Hartley Act and other labor subjects over independents.

WILDFIRE STORY SPREAD last week that International Telecommunications Conferences in Atlantic City had paved way for ten goliath stations to operate with 750,000 w power in United States. Bubble burst on disclosure of informal suggestion for so-called superpower on shortwave channels to be used domestically to provide network service to "white spaces." It never got to proposal stage, however, because shortwaves just aren't used for domestic coverage in U. S.

TIPOFF on roles to be played by NAB and FM Assn. in guiding FM through adolescent period may come from today's (Aug. 25) meeting of NAB's FM Executive Committee. Several FM pioneers also active in FMA are committee members. Some criticism heard over passive operation of NAB department as well as public name-calling by FMA.

SOME FM proponents, incidentally, take tear-shedding over Petrillo duplication ban with grain of salt. They claim FM independents don't want rival FM outlets with AM parenthood to enjoy network music. Furthermore, they argue, good AM properties in some cases aren't overanxious to strengthen their FM satellites with network programming. And some AM stations wonder what AFM czar could do, under Lea Act, if they used network music on FM outlets without permission.

NAB last week had no opinion on dispute between WWDC Washington and WGAY Silver Spring, Md., over carrying of horse race results. Replying to correspondence from WGAY Manager Joseph Brechner, both Judge Miller and Don Petty, NAB general counsel, were noncommittal, though proposed NAB code inveighs against use of scratches and betting odds. WWDC complaint, meanwhile, awaits recommendation from Federal Trade Commission legal department, which evidently isn't disposed to rush.

CHARLES S. HYNEMAN, FCC's shortcut expert, who left Commission early this year to be professor of political science at Northwestern U. [BROADCASTING, Dec. 16, 1946], is leaving again in couple of weeks to go back to teaching after summer stint as FCC "executive officer." Former head of Foreign Broadcast Intelligence Service and assistant to FCC Chairman from August 1945 to resignation (assigned mainly to streamlining procedures), he's been doing administrative odd jobs while Chairman Charles R. Denny is attending Telecommunications Conferences.

SPEAKING of shortcuts, FCC officials say one that definitely won't be tried again (not a Hyneman plan) is "temporary expediting procedure" instituted from Feb. 7 to May 1. They look back on it as good gamble but are finding that, via petitions for reconsideration, etc., it created as much work as it saved.

KTHT GETS 5 KW NIGHT

GRANT to KTHT Houston to boost nighttime power from 1 to 5 kw announced by FCC Friday. KTHT is assigned 790 kc with 5 kw day and 1 kw night. With night power increase, station will install different DA arrays for day and night operation.

we packed a picnic for 3,000 Mailbaggers

ROSEMARY DAVIS
Postmistress of the WLW Mailbag Club

The WLW Mailbag Club held its annual picnic in Cincinnati on July 19.

That in itself is not unusual. The picnics have been held every year, except during the war, since 1933. Neither is it unusual that six states were represented by the nearly 3,000 members in attendance. Nor that many drove all night to be on hand . . . that entire chapters arrived by chartered bus. It happens every year.

What is unusual is the very nature of the club itself. Since its establishment by WLW in 1928, the membership has grown to more than 10,000 — with members in 43 states, Canada, England, Holland, Belgium, Sweden, Australia, New Zealand and India. Nearly one-third of the members are shut-ins and physically handicapped persons. The rest are persons who, like WLW, are interested in actively helping these shut-ins—to lend encouragement, create new interests, make new friends . . . anything to combat what otherwise might be a very dreary, neglected existence.

For its own part, WLW provides the Postmistress and two fulltime assistants, broadcasts a weekly Mailbag Club program, publishes a monthly Club newspaper, and has established a Craft Shop through which many members have become self-supporting by the sale of their handiwork.

To the best of our knowledge, this is the only club of its kind in existence with scores of chapters actively organized for the sole purpose of bringing sunshine and cheer into the lives of the less fortunate . . . which aids materially in the maintenance and livelihood of other unfortunates.

The history of the WLW Mailbag Club and its activities is truly heartwarming and real . . . a humanitarian project which The Nation's Station is indeed proud to have established and encouraged.

1922 WLW 1947

CROSLEY BROADCASTING CORPORATION